

## 5.6 Primrose Hill / Adelaide Road

### Brief description

This area is defined by Harley Road in Swiss Cottage to the west by Eton Road to the north, Chalk Farm to the east and by the Borough boundary with Westminster to the south.

The area wraps around one of London's most significant and well-loved open spaces Primrose Hill from where panoramic views across the centre of London can be had. The neighbourhood is broadly residential and laid out as a network of connected streets. Much of the area has been designated as Conservation Area however there are a number of areas, notably to either side of the mainline rail corridor out of Euston station and alongside Adelaide Road which have been developed through the 20th Century. The rail line itself severs movement towards Chalk Farm (a pedestrian bridge provides connectivity) but disappears into tunnel under land to the south of Adelaide Road.

The local centre on Regents Park Road in Primrose Hill provides a mix of cafes and boutiques catering for visitors and the wealthy local population. Chalk Farm and Swiss Cottage provide facilities to the east and west. Regents Park is located immediately to the south within Westminster.



Figure 5.22: Primrose Hill / Adelaide Road Context Analysis



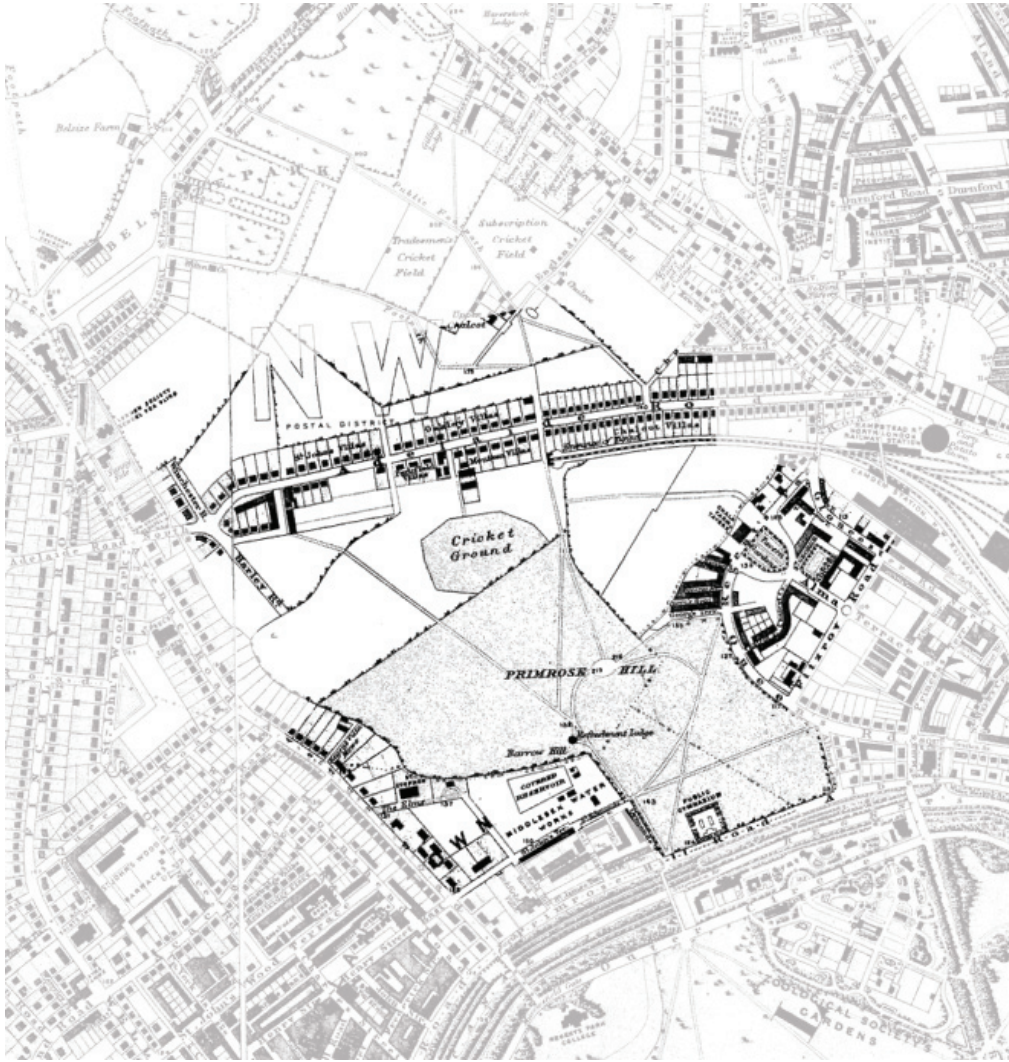


Figure 5.23: Primrose Hill / Adelaide Road Historic Plan 1862

### Historical development

The London to Birmingham railway line was constructed in the 1830's and Adelaide Road was laid out shortly after in 1840 connecting to Finchley Road.

Primrose Hill was acquired for public recreation in 1842 as an addition to Regents Park and around this time the Southampton Estate was developed as large villas and semi-detached houses at Primrose Hill. By 1890 open land was still evident



Figure 5.24: Primrose Hill / Adelaide Road Historic Plan 1890

to both the north and south of Adelaide Road but this was developed in the late 19th and early 20th century.

The land to either side of Adelaide Road was redeveloped in the post-war years replacing the historic terraced housing laid out on a grid of streets within the area.



### Public transport accessibility

PTAL levels vary across the area but are relatively low compared to other parts of the Borough. Along Adelaide Road the level is 3 -4 but it falls 1b and 2 within Primrose Hill. The area to the south west of Primrose Hill is level 3-4.

### Socio-economic issues

The area does not have any significant deprivation issues.

### Existing character

This area could be considered as three separate neighbourhoods, the predominantly Victorian area around Primrose Hill with its centre on Regents Park Road; the Adelaide Road area with its post-war homes laid out on a loose grid pattern and the more mixed area to the southwest of Primrose Hill that could be considered to be an extension of St Johns Wood to the west.

The former area is an attractive extension of the Primrose Hill Centre with a range of Victorian homes fronting directly onto a network of streets. Whilst there have been some later developments within this area they sit comfortably within the context.

To either side of Adelaide Road two to four storey terraces of modest post-war homes are laid out around a series of courts. These back onto Adelaide Road. A number of point blocks rise to over 20 storeys from this low rise fabric. These, and the public spaces at their base have recently been refurbished.

New development is providing a contemporary addition to the leafy streets to the south-west of Primrose Hill. The new blocks front the streets and replace post war blocks that were out of context in this location.



Figure 5.25: Primrose Hill / Adelaide Road Character Areas

## Identity

This area includes two elements that are perceived more widely beyond the neighbourhood. The first is Primrose Hill, an extensive green space that provides an attraction both locally and more widely. This well maintained space connects to Regents Park to the south and from its south facing slopes broad views can be had across Central London.

The second element are the five high rise towers spaced at regular intervals along Adelaide Road. Their height makes them visible from afar and they are a defining reference point on the link between Chalk Farm and Swiss Cottage.



## Retaining character

The Victorian neighbourhood provides a robust structure with properties fronting onto the residential streets. The character of these streets can be slowly eroded through paving over front gardens and changes to boundary conditions and this should be resisted.

Housing on Adelaide Road whilst of a different form is plot based and its qualities as a place are dependent on the actions of many. The character could be enhanced through the treatment of both the public realm and of private frontages and can be undermined through removal of front gardens to provide additional car parking space or through insensitive modifications to properties.



## Opportunities for change

Development is ongoing to provide new residential apartments on St Edmunds Terrace to the southwest of Primrose Hill and there is further opportunity for change within this area. There may also be opportunity for some intensification of use on estates along Adelaide Road.

From top left, clockwise:

Primrose Hill centre on Regents Park Road; housing near to Adelaide Road; the view from Primrose Hill, new development on St Edmunds Terrace to the south west of Primrose Hill and the adjacent Kingsland .



## PH1 - Ainger Road



## Typology: VICTORIAN TERRACES (LARGE)

<b>Building type / age</b>	Large Victorian houses
<b>Scale and massing</b>	Typically 3 storey semi-detached or terraced properties
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. Car parking on street.
<b>Interface with surrounding area</b>	Well connected network of streets but railway line is a barrier to northerly movement
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and retain street tree planting</b>

## PH2 - Primrose Hill Court



## Typology: EARLY 20TH CENTURY APARTMENT BLOCKS

<b>Building type / age</b>	Early 20th century flatted residential estate
<b>Scale and massing</b>	6 storey buildings laid out around a landscaped courtyard
<b>Street character / building interface</b>	Fronts King Henry's Road to the north and presents a well treed landscape to Oppidans Road to the south
<b>Interface with surrounding area</b>	Contrasts with surrounding built form but well landscaped estate ensures that the relationship is positive
<b>Public realm character</b>	Buildings enclose an attractive open green courtyard area which is set at a lower level than surrounding streets. Mature trees add to the quality
<b>Opportunity for improvements</b>	<b>LOW</b>



### PH3 - Meadowbank

### Typology: LATE 20TH CENTURY ESTATES



<b>Building type / age</b>	Late 20th century town houses
<b>Scale and massing</b>	4 storey town houses laid out as terraces
<b>Street character / building interface</b>	Homes back onto but overlook Primrose Hill with internalised shared surface streets and cul de sac
<b>Interface with surrounding area</b>	Integrates with wider street network
<b>Public realm character</b>	Street space is dominated by car parking and lacks street trees or other vegetation.
<b>Opportunity for improvements</b>	<b>LOW</b>

### PH4 - Avenue / St Stephen Close

### Typology: EARLY 20TH CENTURY APARTMENT BLOCKS



<b>Building type / age</b>	Early 20th Century apartment blocks
<b>Scale and massing</b>	3-4 storey with an additional upper floor set-back
<b>Street character / building interface</b>	Gated estate accessed off private streets
<b>Interface with surrounding area</b>	Connects to Avenue Road to the west and St Edmunds Terrace to the south
<b>Public realm character</b>	Blocks are set within attractive landscape of green spaces and mature trees
<b>Opportunity for improvements</b>	<b>LOW</b>



## PH5 - Kingsland

## Typology: POST-WAR ESTATES - LOW RISE

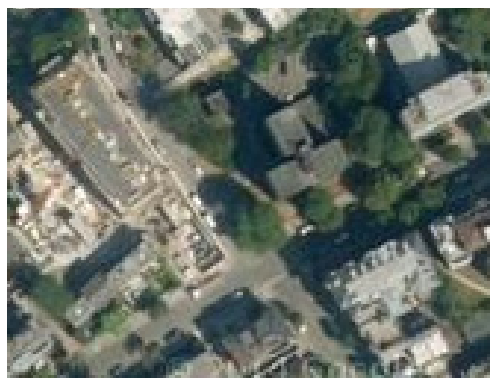
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<b>Building type / age</b>	Modernist low rise estate providing flats and maisonettes
<b>Scale and massing</b>	3 storey development over undercroft car parking
<b>Street character / building interface</b>	Two linear blocks front onto an internal street
<b>Interface with surrounding area</b>	Poor relationship with surrounding context
<b>Public realm character</b>	Blocks front onto an internal concrete flagged deck. This space is bleak and lacks greenery or interest
<b>Opportunity for improvements</b>	<b>MEDIUM: Investment required in public realm and there may be potential to address urban design weaknesses or for infill development</b>

## PH6 - St Edmund's Terrace

## Typology: LATE 20TH CENTURY ESTATES



<b>Building type / age</b>	Mix of residential apartments including new build
<b>Scale and massing</b>	4-7 storeys with upper floors set-back
<b>Street character / building interface</b>	New apartment blocks front onto tree lined street
<b>Interface with surrounding area</b>	Well connected with wider street network
<b>Public realm character</b>	Green corridor adjacent to blocks with mature trees
<b>Opportunity for improvements</b>	<b>ALREADY HAPPENING: Development under construction in 2014</b>





## PH7 - Adelaide Road



### Typology: POST-WAR ESTATES - LOW RISE

<b>Building type / age</b>	Post-war residential estate providing a mix of town house and apartment typologies
<b>Scale and massing</b>	2-3 storey homes laid out as terraces / 23 storey towers
<b>Street character / building interface</b>	Layout of housing is confusing and properties back onto the main route Adelaide Road
<b>Interface with surrounding area</b>	Main routes connect east-west; north-south connections are poor
<b>Public realm character</b>	Network of streets and parking courts with larger spaces over car parking at base of towers
<b>Opportunity for improvements</b>	<b>LOW:</b> High rise towers have recently been refurbished. Investment required in public realm and may be potential for localised remodelling in some areas

## PH8 - Fellows Road Estate



### Typology: POST-WAR ESTATES - LOW RISE

<b>Building type / age</b>	Post-war brick built pitched roof residential blocks providing flatted accommodation
<b>Scale and massing</b>	3-4 storey blocks set within landscaped estate
<b>Street character / building interface</b>	Blocks are set back from the street behind a shared garden
<b>Interface with surrounding area</b>	Well connected with wider street network
<b>Public realm character</b>	Buildings do not engage with the open grass areas within the estate and the space lacks interest or identity
<b>Opportunity for improvements</b>	<b>MEDIUM:</b> Investment required in public realm and there may be potential to address urban design weaknesses or for infill development

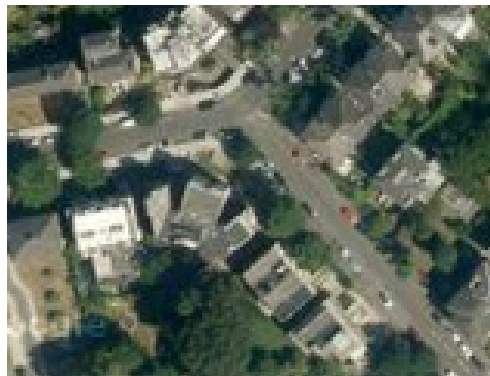




## PH9 - Fellows Road Villas

## Typology: VICTORIAN VILLAS / LARGE HOUSE

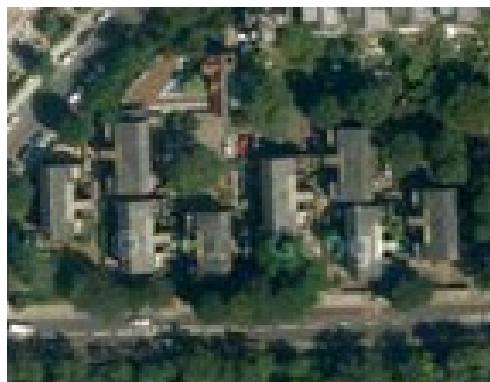
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<b>Building type / age</b>	Large Victorian houses and villas
<b>Scale and massing</b>	Typically 4 storey
<b>Street character / building interface</b>	Homes front onto the streets and there is a mix of on street and on plot car parking
<b>Interface with surrounding area</b>	Well connected with wider street network
<b>Public realm character</b>	Properties are set behind front gardens with brick walls providing the boundary treatment. Planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>

## PH10 - Beaumont Walk

## Typology: LATE 20TH CENTURY ESTATES



<b>Building type / age</b>	Late 20th century brick built housing
<b>Scale and massing</b>	3 storey blocks
<b>Street character / building interface</b>	Blocks laid out to align north-south and perpendicular to Adelaide Road
<b>Interface with surrounding area</b>	Railway line restricts north-south movement
<b>Public realm character</b>	Homes are hidden from view behind mature trees and pedestrian paths provide access. Public realm design is intimate and create a series of semi-private areas.
<b>Opportunity for improvements</b>	<b>LOW</b>

