

**Conservation areas**Priory Road CA, LB Camden (Map Ref 1)

Designated on 25<sup>th</sup> May 1984.

- 7.7 Priory Road CA has a distinct and consistent architecture and is an example of the Italianate fashion of the mid-19<sup>th</sup> century. The land in this CA has a slight slope from north to south and it shares its northern boundary with South Hampstead CA. It has a residential character with some shopfronts and a central church, St Mary's. The latter is a key feature in views around the CA.

*Heritage significance / character and appearance*

- 7.8 This CA has architectural significance because of the presence of original 19<sup>th</sup> century buildings. The area has not changed much in the last 150 years and most buildings in the CA are identified as positive contributors to its character. It is populated with terraced housing, cobbled streets, brick facades and walls and cast iron balustrades with ornate detailing.

*The contribution of setting the heritage significance*

- 7.9 The surrounding townscape is varied. Post-war social housing, such as the Alexandra Estate and modern shop fronts and towers contrast with the mid-19<sup>th</sup> century terraced housing. The South Hampstead CA, which neighbours the Priory Road CA, is lined with large terraced houses from the Victorian era.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

- 7.10 The Proposed Development introduces a high quality family of buildings in the immediate eastern setting of the conservation area. The detailed design incorporates contemporary references to the character of the conservation area in its use of a subtle brick palette. The formal arrangement of the three blocks also references the semi-detached nature of the conservation area, which provide breathing space around the buildings allowing for a green visual connection between the private garden and public street.

- 7.11 The scale of the Proposed Development steps up away from the boundary of the conservation area mediating between the scale of the conservation area and the already established taller and larger developments on the junction of Abbey Road and Belsize Road.

- 7.12 The Proposed Development is an enhancement to the setting of the conservation area and there is no harm to the significance of the heritage asset or the ability to appreciate it.

South Hampstead CA, LB Camden (Map Ref 2)

Designated on 15<sup>th</sup> November 1988 as 'Swiss Cottage CA'.

- 7.13 South Hampstead CA is a leafy Victorian suburb with a residential character. It is lined with large terraced houses which display a variety of different decorative techniques, including terracotta panels, brickwork ornamentation, tiled and patterned footpaths, delicate ironwork and elaborate timber doors and windows. Vegetation is also a key part of this CA; mature trees and hedges create an attractive and serene townscape and offer wider benefits to both the local community and environment.

*Heritage significance / character and appearance*

- 7.14 It has architectural significance because historic buildings and street furniture from the Victorian era remain. For example, lamp post, cobbled streets, mature trees and the large, semi-detached and terraced late-Victorian properties with distinctive roofscapes and materiality are still present.

*The contribution of setting the heritage significance*

- 7.15 The surrounding townscape is varied. The South Hampstead CA is surrounded by transport routes and busy thoroughfares which contrast with its Victorian and leafy character. Post-war social housing, such as the Alexandra Estate (including the Site) and modern shop fronts and towers also contrast with the mid-19<sup>th</sup> century terraced housing. The Site, as part of its setting does not contribute to its significance.



Fig. 7.2: Priory Road CA.



Fig. 7.3: South Hampstead CA.



*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.16 The Proposed Development introduces a high quality family of buildings in the immediate southern setting of the conservation area. The detailed design incorporates contemporary references to the character of the conservation area in its use of a subtle brick palette. The formal arrangement of the three blocks also references the semi-detached nature of the conservation area, which provide breathing space around the buildings allowing for a green visual connection between the private garden and public street.

7.17 The Proposed Development is an enhancement to the setting of the conservation area and there is no harm to the significance of the heritage asset or the ability to appreciate it.

*Alexandra Road CA, LB Camden (Map Ref 3)*

Designated on 21<sup>st</sup> March 1996.

7.18 Alexandra Road CA includes the Grade II\* listed Alexandra Road estate, the Alexandra Road park, housing on Ainsworth Way and housing and community buildings on Rowley Way. It has a strong geometric quality, with housing blocks featuring stepped and hanging sections that reach up to seven storeys. The use of concrete, metalwork and black stained timber joinery, with swathes of green public space in between, creates a consistent materiality. Pathways and routes around the estate are clearly defined.

*Heritage significance / character and appearance*

7.19 The CA has architectural significance due to its distinctive aesthetic. It also has historic significance because it is an example of investment in social housing during the late-20<sup>th</sup> century.

*The contribution of setting the heritage significance*

7.20 The surrounding townscape is varied. It is populated by other post-war estates and Victorian terraced houses, notably in the Priory Road CA and South Hampstead CA. The Alexandra Road CA has a character that is unique and distinct from the surrounding townscape, it is inward facing and its setting does not contribute to its significance.



Fig. 7.4: Alexandra Road CA.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.21 The Proposed Development introduces a high quality family of buildings in to the north western setting of this conservation area. The scale addresses the context of the taller and larger developments on the junction of Abbey Road and Belsize Road and is the smallest of them.

7.22 There are limited places from within this conservation area where the Proposed Development is seen owing to the inward facing nature of the conservation area. Views 4, 5 and 6 illustrate the glimpsed views of the upper levels of the tallest block seen in the context of the other phases of the Abbey Area Regeneration.

7.23 The Proposed Development is an enhancement, through better defining the junction, to the setting of the conservation area and there is no harm to the significance of the heritage asset or the ability to appreciate it.



## Listed buildings

Alexandra Road estate (Grade II\*) (Map Ref i)

- 7.24 The Alexandra Road estate contains social housing designed in 1968 by Neave Brown of Camden Architects' Department and built in 1972-78. Housing is arranged in three parallel east-west concrete blocks and occupies a crescent-shaped site. It features ziggurat style terraces with private balconies. Roads and pathways in the estate have limited vehicle access.

*Heritage significance*

- 7.25 The Alexandra Road estate has historic significance as a notable example of social housing during the late 20<sup>th</sup> century. It also has architectural significance as a housing scheme with a unique character and design.

*The contribution of setting to the heritage significance*

- 7.26 Other surrounding heritage assets, including the Alexandra Road Park and Former Alexandra Priory School and Alexandra Resource Centre complement the estate and contribute to the significance of the setting. It is within the Alexandra Road CA which also contributes to its significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset.*

- 7.27 There are limited places where the Proposed Development is seen in conjunction with the listed building owing to its inward facing nature. Views 4,5 and 6 illustrate the glimpsed views of the upper levels of the tallest block seen in the context of the other phases of the Abbey Area Regeneration.

- 7.28 The Proposed Development is an enhancement to the setting of this listed building by improving the quality of architecture in its setting. There is no harm to the significance of the heritage asset or the ability to appreciate it.

Church of St. Mary (Grade II) (Map Ref ii)

- 7.29 Designed by FJ and Horace Herbert Francis in 1856-62. It has a slated roof with a south-west tower and the exterior walls are coursed Kentish ragstone with Bath stone dressings.



Fig. 7.5: Alexandra Road Estate.

*Heritage significance*

- 7.30 The hall has historic significance as a place for the local community to use since its construction in the 19<sup>th</sup> century. It also has architectural significance as the external appearance is an example of gothic architecture from the 1800s.

*The contribution of setting to the heritage significance*

- 7.31 The church is next to the Church of St. Mary's Hall and is within the Priory Road CA and this contributes to its significance. There are local street views from which the church can be appreciated along Abbey Road. The Site as part of the wider setting does not contribute to the significance of this listed building.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset.*

- 7.32 The Proposed Development improves the street frontage along Abbey Road. The geometry of block A opens the view north east towards the church, better revealing the church from this point within its setting. View 12 also illustrates the improvement to the setting of the church when looking south east.



Fig. 7.6: Church of St. Mary.

- 7.33 The high quality of the architecture takes reference from the local character and is an enhancement to the setting of the church.

- 7.34 There is no harm to the significance of the listed building or the ability to appreciate it.

Church of St. Mary's Hall (Grade II) (Map Ref iii)

- 7.35 Church hall built in the 1860s, made of coursed Kentish ragstone with Bath stone dressings and slated roofs. It has a gothic style and is a single storey with 6 bays.

*Heritage significance*

- 7.36 The hall has historic significance as a place for the local community to use since its construction in the 19<sup>th</sup> century. It also has architectural significance as the external appearance is an example of gothic architecture from the 1800s.



Fig. 7.7: Church of St. Mary's Hall.

*The contribution of setting to the heritage significance*

- 7.37 The hall is next to the Church of St. Mary's and is within the Priory Road CA and this contributes to its significance. The hall is set back from the street so there are limited places where this building is experienced from, its wider setting therefore does not contribute to its significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset.*

- 7.38 The Proposed Development improves the street frontage along Abbey Road. The geometry of block A opens the view north east towards the hall.

- 7.39 The high quality of the architecture takes reference from the local character and is an enhancement to the setting of the church.

- 7.40 There is no harm to the significance of the listed building or the ability to appreciate it.



**Locally listed buildings**

*Ebenezer Baptist Church, Kilburn Vale (Map Ref iv)*

7.41 Built in 1870 in memory of Thomas Creswick. It is a single storey brick building which has recently been restored. It occupies one of the area's oldest religious sites and was open for worship until 1985.

*Heritage significance*

7.42 It has architectural and townscape significance as a group with the neighbouring buildings.

*The contribution of setting to the heritage significance*

7.43 The surrounding locally listed buildings, including Priory Works and Nos. 254-256 Belsize Road contribute to its significance. The wider setting does not contribute to significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.44 The Proposed Development improves the street frontage along Belsize Road as seen in views 9 and 10. The scale mediates between the foreground more historic townscape, and Phases one and two of the Abbey Area Regeneration. Together they create legibility of the junction.

7.45 The high quality of the architecture takes reference from the local character and is an enhancement to the setting.

7.46 There is no harm to the significance of the locally listed building or the ability to appreciate it.

*Priory Works, no. 252 Belsize Road (Map Ref v)*

7.47 Late 19<sup>th</sup> century works building with stock brick façade. Three storeys and seven bays with red brick dressings.

*Heritage significance*

7.48 It has architectural and townscape significance as a group with the neighbouring buildings.

*The contribution of setting to the heritage significance*

7.49 The surrounding locally listed buildings, including Ebenezer Baptist Chapel and Nos. 254-256 Belsize Road contribute to its significance. The wider setting does not contribute to significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.50 The Proposed Development improves the street frontage along Belsize Road as seen in views 9 and 10.

7.51 The high quality of the architecture takes reference from the local character and is an enhancement to the setting.

7.52 There is no harm to the significance of the locally listed building or the ability to appreciate it.



Fig. 7.8: Ebenezer Baptist Church, Kilburn Vale.



Fig. 7.9: Priory Works, no. 252 Belsize Road.



Nos. 254-256 Belsize Road (Map Ref vi)

7.53 Late 19<sup>th</sup> century warehouse building with curved brick frontage, painted white, along the junction of Kilburn Vale and Belsize Road. It has 3 storeys and a carriage entrance

*Heritage significance*

7.54 It has architectural and townscape significance as a group with the neighbouring buildings. It is a rare example of a building with this function in the LB of Camden.

*The contribution of setting the heritage significance*

7.55 The surrounding locally listed buildings, including Priory Works and Ebenezer Baptist Chapel contribute to its significance. The wider setting does not contribute to significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.56 The Proposed Development improves the street frontage along Belsize Road as seen in views 9 and 10.

7.57 The high quality of the architecture takes reference from the local character and is an enhancement to the setting.

7.58 There is no harm to the significance of the locally listed building or the ability to appreciate it.

**Registered parks and gardens**Alexandra Road Park (Map Ref A)

7.59 Alexandra Road Park is a public park that is part of a housing estate. It was originally designed by Neave Brown and then revised in the 1970s in collaboration with landscape architect, Janet Jack. It mirrors the brutalist aesthetic of the estate.

*Heritage significance*

7.60 It has historic interest because it is a rare scheme within a 1970s housing estate. It has design interest because it was a collaboration between Neave Brown and Janet Jacket promoting imaginative and adventurous play through sculpted pathways and infrastructure with a distinctive character. It also has group value because it exists within the Alexandra Road Estate. Additionally, the original design has largely survived since construction.

*The contribution of setting the heritage significance*

7.61 The park is set within the Alexandra Road Estate which is also a listed building and a conservation area, the buildings around the open space contribute to its significance. The wider setting does not contribute to significance.

*Assessment of the effect of the Proposed Development on the significance of the heritage asset*

7.62 The Proposed Development introduces a high quality family of buildings in to the north western setting of this registered park and garden. The scale addresses the context of the taller and larger developments on the junction of Abbey Road and mediates between them and the lower scaled historic townscape.

7.63 There are limited places from within this park where the Proposed Development is seen owing to its inward facing nature. View 6 illustrates the glimpsed view of the upper levels of the tallest block seen in the context of the other phases of the Abbey Area Regeneration.

7.64 The Proposed Development is an enhancement, to the setting of the park through its high quality design and there is no harm to the significance of the heritage asset or the ability to appreciate it.



Fig. 7.10: Nos. 254-256 Belsize Road.



Fig. 7.11: Alexandra Road Park.



## 8. Visual Assessment

### Introduction

8.1 The 17 viewpoints identified in Figure 8.1, agreed in consultation with LBC, are considered to provide a representative range from different directions, including any sensitive views.

8.2 For each view, there are images as existing and as proposed. 5 views 'as proposed' are shown as a fully rendered image, presenting the Proposed Development in a realistic manner. The remainder show the Proposed Development as a yellow 'wireline' which is dashed where it is occluded. To provide additional clarity in some views the Proposed Development is shown in a red 'wireline' where occluded by a foreground building. At the edge of each view a yellow line illustrates the extent of the site. Where summer photography is used, there is a commentary on the winter condition if the effect would change as a result of leaf fall.

8.3 The 17 viewpoints included in this set of views are listed below.

**View 1:** Belsize Road east

**View 2:** Belsize Road

**View 3:** Hillgrove Road

**View 4:** Loudoun Road

**View 5:** Alexandra and Ainsworth Estate Community Hall

**View 6:** Alexandra Road Park

**View 7:** Springfield Lane

**View 8:** Kilburn Priory

**View 9:** Belsize Road at Kilburn Vale

**View 10:** Belsize Road

**View 11:** West End Lane looking along Abbot's Place

**View 12:** Abbey Road

**View 13:** Aberdale Gardens

**View 14:** Fairhazel Gardens looking along Goldhurst Terrace

**View 15:** Abbey Road at Springfield Road

**View 16:** Priory Road

**View 17:** Abbey Road, north