

West End Green Conservation Area Appraisal and Management Strategy

Adopted 28 February 2011



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Map 1 West End Green Conservation Area

Ordnance Survey plan shows Conservation Area Boundaries, streets, plots and property boundaries

Map 2 West End Green Designated Areas

Ordnance Survey plan shows areas and date of designation

Map 3 Townscape Appraisal

Ordnance Survey plan shows listed buildings, positive, neutral and negative buildings and spaces

Map 4 West End Green Area Topography

This shows the West End Green Conservation Area indicated approximately between the 55 metre and 80 metre contours.

Map 5 1870-1871 Ordnance Survey

Map 6 1894 Ordnance Survey

Map 7 1914 Ordnance Survey

Map 8 West End Green Conservation Area urban grain

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Part 1

West End Green Conservation Area Appraisal

Part 1

West End Green Conservation Area Appraisal

1 Introduction

This report forms a Conservation Area Appraisal and Management Strategy for the West End Green Conservation Area in the London Borough of Camden.

Conservation Area designation carries the responsibility to preserve and enhance the area.

Part 1 Conservation Appraisal is an acknowledgement that the West End Green Conservation Area has a special character and seeks to define that character, and gives consideration to the key issues and pressures that are affecting the area.

Part 2 Management Strategy sets out positive actions for the particular care required to preserve and enhance the special character, to anticipate change, and the need for future review.

Part 3 Useful Information gives guidance for sources of further information and maps

This is part of on-going review of existing Conservation Area Statements undertaken by the Council. The purpose of the review is the safeguarding of Conservation Areas, and when adopted the report will become a material consideration in planning applications and an agenda for future action and review.

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.

The appraisal is based on a draft by John Thompson & Partners in consultation with the Camden conservation and landscape officers, the Conservation Area Advisory Committee, and it follows English Heritage guidelines.

2 Definition of Special Character

West End Green is a London village running along the spine of the West End Lane. The Lane rises and links Kilburn to Hampstead. The village character has been absorbed but not erased by the expansion of central London from the south, and by Hampstead from the north and east during the late nineteenth and early twentieth century.

The growth from tiny village to metropolitan suburb has resulted in a very homogeneous piece of Victorian and Edwardian domestic architecture and planning. The character of the area is still defined by the village with the busy commercial 'spine' street, the Green, the street trees and private gardens, the monumental mansion blocks, the variety of substantial houses for professional families and terraced housing. The public buildings support the community and provide landmarks. These include the church, synagogue, library, primary school and fire station.

3 Planning policy context

National – London Borough of Camden – Local

3.1 National policy

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 the 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.

Government policy on conservation areas is set out in by *Planning Policy Statement 5* (March 2010). This supersedes *Planning Policy Guidance Note 15: Planning and the Historic Environment* (1995).

English Heritage has produced *Guidance on Conservation Area Appraisals 2005* and *Management of Conservation Areas 2005* which have been used as a framework for the documents. These documents 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.

London Borough of Camden’s policy

The Council’s policies and guidance for conservation areas are contained in the adopted Core Strategy and Development Policies of the Local Development Framework (2010) and Camden Planning Guidance (December 2006) and reflect the requirements of national policy.

The government has introduced a new planning system in which the focus is on flexibility, sustainability, strengthened community and stakeholder involvement. Under the new system Camden is required to produce the Local Development Framework (LDF) which replaces the former Unitary Development Plan (UDP), and this will include a high level of monitoring and community involvement.

The LDF will incorporate the London Borough of Camden Planning policies:

- Development Plan Documents (DPDs): the key documents are the *core strategy and the development policies* which includes a development

plan for the whole area and will outline a broad strategy for conservation

- Supplementary Planning Documents (SPDs): these provide further detail and guidance on policies and proposals included in the DPD, and can supplement higher level policy in controlling erosion of the special interest that warrants designation
- Statement of Community Involvement (SCI)

The Conservation Area Appraisal and Management Strategy are adopted guidance and support the SPD.

The Council has produced a Streetscape Design Manual for Camden. This is a generic document regarding public realm enhancement work. This document includes sample illustrations of best practice, e.g. for historic street settings, and typical street settings within conservation areas. However, the importance of local conditions will also be taken into consideration along with this appraisal. www.camden.gov.uk/streetscape. Further guidance may be sought in English Heritage's Guidance *Streets For All*.

3.2 Local policy

West End Green Conservation Area is Camden Conservation Area Number 30. The area was designated, including the separate Parsifal Road area, on 17 March 1993. It has been extended as a result of the review in 2010-11 to link the two parts of the conservation area together (Map 2).

This document reviews and updates the London Borough of Camden West End Green Conservation Area Statement agreed by the Environment (Development Control) Sub-Committee on 24 August 1995.

The West End Lane Conservation Area contains an Archaeological Priority Area in West End Lane running north/south (not along the West End Lane branch to the east) and broadens to include streets around the Mill Lane Triangle.

West End Lane falls within the UDP Town Centre Policy.

The Mill Lane Triangle has Open Space Designation.

There are no protected views falling across this area.

4 Assessing Special Interest

4.1 Location and setting – city – Borough – local

City

West End Green is located in the north west of London and is one of a group of satellites around Hampstead at the points of the compass.

West End Lane is on a route that historically links the Edgware Road to Hampstead. Edgware Road (the A5) is a great Roman arterial road travelling ultimately from Westminster to Wales; the end of West End Lane is marked today by the Finchley Road, a nineteenth century by-pass to Hampstead.

The southern end of West End Lane is defined by the railway cuttings for the Thameslink rail and the Underground.

Borough

West End Green is on the west side of the Borough of Camden. In relation to other conservation areas it is west of Hampstead CA, north of Swiss Cottage CA, and south west of Frognal Radington CA as shown on the Conservation Areas in Camden Plan.

Local

The West End Green Conservation Area is centred on West End Lane and West End Green, and includes the adjoining streets. The area is bounded by Finchley Road in the north, the West Hampstead Thameslink Station to the south, Hampstead Cricket Club Sports Ground to the east, and a serrated boundary edge to the west which is loosely defined as an area of more modest terraced houses.

4.2 Character and plan form

The character of the area is centred upon the 'spine' of the curving West End Lane; this provides the busy route and shopping core to the area. The Green marks a widening of the lane around a green space with mature trees and is a relic of the rural past. To the east and west of the Lane the side streets are lined with predominantly red brick houses and mansion blocks, a coherent area that was almost all built within 50 years.

4.3 Landscape and topography

The Topography Map (4) shows the West End Green Conservation Area indicated approximately between the 55 and 80 metre contours sloping from the north east, the highest point on Finchley Road, down to the south and lowest point at the railway on West End Green Road.

The Lane rises along the side of the hill; the land rises steeply to the north and gently to the east. Street trees are a characteristic of the side streets and mature trees are grouped in the Green. The Green is a vestige of the rural past landscape and the streets follow the pattern of former fields.

4.4 Historic development and archaeology

A brief summary of the history follows: a detailed history may be found in *Kilburn and West Hampstead Past* and *The Streets of West Hampstead* or further references given in the bibliography.

Early to medieval

Along Watling Street, the Roman Road now known as the Edgware Road, the village of Kilburn grew by a stream that flows from Hampstead via West End. The Priory Convent of Kilburn was founded adjacent to the stream; following the Dissolution in 1536, and after a complex set of deals, the priory was sold into private ownership. This land included West End Green.

West End Lane, Fortune Green Road, and Mill Lane all follow routes that have met at West End Green since the medieval period, which is why much of the CA is now designated as an Archaeological Priority Area. The Green itself has a long history having at one time featured a pond formed by a tributary of the River Westbourne, and hosted an annual fair.

Up to the early 19th century

Records show that the Priory remains were demolished around 1790. However, large estates persisted into the mid 19th century. The new gentry could live in substantial houses in the country, but close enough to commute to London. The route to Hampstead remained isolated and rural in character.

This is a world that has disappeared, but memories linger of colourful characters who were residents, and the vestiges of the field patterns that demarcated the land holdings.

Perhaps the most colourful sometime resident was William Beckford, a flamboyant and scandalous character famed for his Wiltshire gothic fantasy mansion at Fonthill, and whose family lived at Old West End House from 1775 to 1812. This mid seventeenth century house which became stranded between the railway lines was finally demolished in the 1870s on the completion of the Midland Railway.

John Miles, a publisher, lived at New West End House by the Green. He and his wife were known for good works, founding the Emmanuel School and opposing the ancient annual fair which was closed after public disorders in 1819.

The parcels of land are reflected in the various waves of development. The names of some of these large houses are still evident through local place names. These include Sandwell Road named after Sandwell House, Canterbury Mansions after Canterbury House and Cholmley Gardens after Cholmley Lodge. For further information on these large landholdings see maps in *Kilburn and West Hampstead past*. In 1841 only eight householders were registered.

Vestiges of this suburban village are also to be seen in the 18th century cottages which may be hidden behind the more modern shop fronts of 291-293 West End Lane, the now much altered Emmanuel School (1845), and West Cottages built for workers at a local foundry in the 1860s.

The wave of development ran from around 1870 to 1914 following the expansion of London from the south and of Hampstead and was facilitated by the Midland Line Railway Station on West End Lane that opened in 1871.

Turn of the 20th century

Most of the buildings currently existing within the area including the terraced houses, distinctive mansion blocks, Emmanuel Church, Hampstead Synagogue, the Fire Station, and Salmons and Inglewood Garages were all erected in the last two decades of the 19th century and the first few years of the twentieth century. The village that first became suburban had by this stage become metropolitan.

5 Appraisal

5.1 Spatial analysis

At the top of the hill, which is also the top of the Lane, the scale of the buildings is at its greatest with the Buckingham, Avenue and Malborough mansion blocks.

The Lane turns nearly a right angle at the Green which is the public open space within the conservation area, and which provides the green space around which the Lane opens out.

The Lane drops and winds down the hill framed by 5 storey mansion flats over shops. Rising above the Lane to the east the roof heights drop down to large houses, mostly semi detached; away from the Lane to the west the drop in scale is more marked, to the three storey terraced houses and then again dropping from the edge of the conservation area to the two storey late Victorian terraced houses lining a more regular grid of streets.

5.2 Key views

The key views at street level are into the Green from the Lane and the side streets. Like the architecture, they are contained and on a domestic scale with no expansive vistas.

Views towards the Green from the Lane and the side streets are relieved by the mature trees and green space.

The view up from the station into the conservation area has been blighted for a long time by the low grade shops and ad hoc buildings over the tracks and the 1970s office block on the east side.

The street views are framed by mansion blocks, in particular up Cannon Hill with mansion blocks on both sides of the street. The orderly and maintained hedges and entrances add greatly to the quality of the streetscape.

Views where the hill drops away from the Lane are most dramatic looking west, particularly in the evening when the sun is going down.

Less dramatic but still attractive are the views along Lymington Road and Crediton Hill and the area east of the Lane, with the tree-lined streets, gardens and varied roofscape, hinting of the garden suburb movement.

5.3 Character zones

The character zones loosely relate to the phases in which they evolved and have been ordered in that sequence (see map 10):

- **the Lane** forms the spine, along which the hamlet grew;
- **the Green** is at the meeting of West End Lane, Fortune Green Road and Mill Lane and is a vestige of the rural landscape; West Cottages retain the village character;
- **terraced houses to the west** are typically three storeys;
- **Parsifal Road and Lyncroft Gardens** mark the start of larger terraced and detached houses linking Finchley Road and Fortune Green Road,
- **houses to the east, and the mansion blocks** provide a grander form of development.

1 The Lane

West End Lane is today a busy shopping street that winds along the line of the ancient lane beneath. Photographs from 1906 show the street in new and pristine state (see page 81 of *Kilburn and West Hampstead Past*). Today, the street is remarkably intact and with few later insertions. The buildings from the start of the 20th century remain, and above shop level they are little changed. The pattern of shop window, canopy, scroll-shaped dividers between fronts is also legible; however, many shopfronts have changed, many scrolls are missing, signage is large and disorderly and the street and pavements are overlaid with clutter.

Above the shops are mansion blocks and flats; most appear to be inhabited and this gives life to the street.

At the southern end of the Lane the corner with Dennington Park Road is distinctive, with the public library and the Synagogue.

2 The Green and West Cottages

The village character survives around the Green, with the mature trees, the broadening and dividing of the Lane and the meeting of Mill Lane and Fortune Green Roads. In the past, this was marked by a pond fed by a stream that ran down Cannon Hill. The pond may have vanished, but this is still a precious area of green space.

The Green is interspersed with listed civic buildings; gothic Emmanuel Church and Emmanuel School, the drinking fountain, and of particular note is the Arts and Crafts style Fire Station by William Aphonsus Scott, a pupil of Voysey, which is still functioning where originally the horse drawn wagons rode out from the garages.

The trend of retail shops converting to restaurants and cafes has resulted in more activity on the pavement and forecourts, particularly in the proximity of the Green. Although bringing more street life to the area, some recent ad hoc extensions from the restaurants are of poor design and quality.

The Green with West Cottages is perceived as the heart of the Conservation Area. Two-storey stables built in 1897 have been converted to flats on the left hand side of the entry lane to West Cottages. Further on the left side a mansion block is believed to have been built on the site of an earlier foundry. It is one of the older mansion blocks and has distinctive metalwork. The cottages are a reminder of the original scale of the village. They were built in the 1860s for workers at the foundry.

The road surface is privately owned and in very poor condition. A new mews has been constructed on the right side and new build is under construction at the entrance to the mews.

To the rear of West Cottages and South of Mill Lane, lies a further mews of interesting 1920s two storey garages with canopies and cast iron pillars.

3 The terraced houses – west of West End Lane

The land falls away to the west from the Lane and the scale of the buildings also drops from four and five storeys to three-storey terraced houses. The conservation area boundary generally runs at the change to two-storey terraces

The largely unspoilt late Victorian terraced houses of Inglewood Road (1883-4) to the west of West End Lane are laid out on a curve and display some interesting details, particularly the roofscape. However, the loss of some front gardens and the generally poor state of boundary walls and fences are detrimental to the character of this street.

Sandwell Crescent, which falls away from the Lane towards Sumatra Road, is notable as its remaining original roofscape curve forms an interesting view seen from West End Lane.

4 Parsifal Road and Lyncroft Gardens

Parsifal Road contains large double fronted red brick houses which were developed from the higher north end to the south end of the street. These were a grander set of houses than had been constructed on the west side of the Lane and were a precedent for the further developments. At the entrance to Parsifal Road the buildings relate to the entrance with canted bays and a (damaged) symmetrical group of houses along Fortune Green Road.

Parsifal Road is lined with large trees which enhance the street, but they are now overgrown; overshadowing, subsidence and damage to the pavements has evidently been a problem for residents. Camden has a planned programme of pollarding.

At the north end of Parsifal Road, outside the conservation area boundary, the European School of Management faces the Finchley Road. This long brick building was built in 1887 as a training college for nonconformist ministers with adjacent octagonal former congregational chapel. The recent mix of buildings at the rear of the College faces Parsifal Road.

Lyncroft Gardens is also lined with street trees. The north side consists of a terrace of two-storey late Victorian houses with bays and gables in red brick (some facades painted), raised on basements with attic storeys. The terrace is slightly curved, a characteristic most apparent in views from the higher ground of Finchley Road. The south side of the street has a different character, being lined with mansion blocks (see character zone 6).

The east side of Fortune Green Road is less uniform as it suffered World War II bomb damage. However, the general scale and pattern of development shares some common characteristics. Walter Northcote House, a Council-owned block of flats, and a number of properties surrounding it, are postwar rebuilds. The surviving Victorian terraced houses are finely detailed, some with stone fronts.

5 The Houses - east

The area bounded by West End Lane and the cricket ground (1877) consists of Lymington Road and Fawley Road running to the east, and Honeybourne Road and Crediton Hill running north to south. All are named after villages of south and west England. This area is defined by the large semi-detached and detached houses, homes for Edwardian professionals.

Lymington Road and Fawley Road contain large semi-detached red brick houses with random-stone garden walls and brick piers. The houses are enhanced with variations on details including balconies in timber and stone and stucco and terracotta details. These streets are virtually intact, with the

exception of rebuilding on 14-16 Lymington Road and the flats at the corner with Crediton Hill.

Crediton Hill has large detached houses. The street quality is being eroded by cross-over parking and window replacements. The tarmac pavement is in poor condition in part due to damage by tree roots. This distracts and fragments the view of the street.

Walking from the bottom to the top there are examples of houses with stained glass oval windows; at the top end, above Fawley Road is a run of Arts and Crafts rendered 2 storey houses.

The street trees are a mix of mature and recently replaced trees. At the top on the east side, the gardens have been mostly removed and the buildings are much altered.

On West End Lane from the Green running east towards Hampstead, the houses on the south side are more modest. A plot that remained undeveloped until the 1930s was developed with typical Metroland and suburban houses.

Honeybourne Road is defined by the mansion blocks, Yale and Harvard Courts. Originally they were built as private rented 'Key' Flats. The trend is now that the leaseholds are bought by individuals. At the bottom of the hill, large houses lead up from Fawley Road.

6 The mansion blocks

Mansion blocks are a characteristic of the area. Examples are embedded throughout the area but the distinctive group is at the northern end and consists of Buckingham, Avenue and Malborough Mansions, known locally as BAM, and Chomley Gardens. BAM belongs to the wave of expansion at the turn of the twentieth century and are tall red brick. Cannon Hill lies at the heart of this development. Chomley Gardens, a substantial inter-war development, is on the south side of Fortune Green Road, wrapping around Hillfield Road, Aldred Road and Mill Lane with a segment cut out containing the pre-dating Emmanuel School.

The mansion blocks have a uniformity that is a positive contrast to the individuality of the individualistic character of the houses. Details are bold and repetitive, boundaries and hedges are neat, the roofline of the blocks makes simple skylines.

Whereas Pevsner could say in the 1950s, 'The houses and streets require no notice', in the twenty-first century this area is appreciated as a suburb and contains a quality and variety of residential development that is valued in its own right.

5.4 Land use activity and influence of uses

Shopping and retail enlivens and dominates the Lane. The almost uniform pattern of shop fronts defined by scroll dividers, a canopy, cornice and subdivided window with door or doors, is now overlaid by large signs, plate glass windows and many poorly designed shop fronts. The quality designs and the traditional shop fronts need to be sought out amongst the rest.

Worship

The north London Synagogue and the Emmanuel Church are both landmarks, the former on Dennington Park Road and the church facing the Green.

Civic

The civic buildings enhance the Lane. The fire station is an important feature and is one of very few of its era to remain in active use. Located just south of the Green, it is a local landmark. The Emmanuel Primary School, seen obliquely from the Lane, is planning to expand along on Mill Lane. The library on the Lane is a valuable community focus and resource, and the building wraps around the corner of the Lane and Dennington Park Road.

Residential

This is the primary use in the area, both above retail and throughout the side streets.

5.5 The quality of buildings and their contribution to the area

Mansion blocks

The mansion blocks have a scale and boldness of detail that gives them a solid and substantial presence. Bold entrances to the street, varied roofline and the neat enclosing walls and hedges give the street scene a uniformity and strength.

Houses

Originally built for suburban, prosperous professionals, the houses exude a quirky, English Domestic architecture. The Arts and Crafts details and gardens enhance this suburban scene.

Terraces

The terraced houses are substantial and 3 storey. Their details are simpler than the houses and their design is much more uniform in the street scene. Roofscapes, particularly on the hills, are characteristic.

Cottages

The small scale West Cottages and the stables form a mews with a village character.

Landmarks

These are distinctive. The Synagogue, Fire Station, Emmanuel Church and School punctuate the more homogeneous nature of the residential development and shops.

5.6 Local details

In the area the details are within a limited range that reflects the phased developments; a balance was made between economies of mass produced components and individuality in the design.

Roofs are predominantly in natural slate, brought to the West End via the railways; these roofs are hard wearing and long lasting.

Walls are predominantly warm red brick with cream coloured details, by and large painted stone and render; white stucco is used in the West Cottages, Fire Station, the Arts and Crafts style houses on Crediton Hill, and on West End Lane. Yellow stock bricks are less common; the mansion block on the foundry site and Emmanuel Church are notable exceptions.

Windows are generally in timber, sash and casement, many are set in stone mullions; window glazing configuration types tend to be consistent in groups of houses and the mansion blocks. A distinctive window type is the oval and stained glass examples on Crediton Hill.

Doors are similar to the windows: they tend to be timber painted and located in groups of houses or mansion blocks.

Balconies are inventive; there are examples in stone, timber, cast iron, with particularly good examples in Lymington Road and Crediton Hill.

Shop front details were traditionally in timber with large awnings and street displays. This pattern has now been eroded by many alterations.

5.7 Prevalent local and traditional buildings and the public realm

This is an area of fairly low grade public realm and very little original surfacing or street furniture. Worn-out and outdated concrete paving is a characteristic of the pavements; side streets are predominantly tarmac and in many cases lifted by tree roots.

The Lane has become cluttered with signs, barriers etc. and advertisements.

5.8 The contribution to the character and appearance of green spaces

The rise up the hill from the station is urban and hard. At West End Green the routes divide, up towards Fortune Green and to Hampstead. In either direction the routes follow a progressively leafy sequence leading respectively to the Hampstead Cemetery and ultimately to the Heath.

There is one significant public green space, West End Green. The mature trees and grass provide a green oasis. The land is sloping and fenced with metal railings, a ring of benches faces into the Green. A listed granite fountain in the shape of an obelisk is on the path through the green. Separated on their own 'island' are the public toilets. This space is simple and also quite bare, and some variety of planting and enhancement would benefit the space.

Street trees add greatly to the character of the area. Many trees are mature and a programme of pollarding and replacement is on-going.

The mansion blocks present manicured hedges and front edges to the street. They have a very positive effect on the street, especially on Cannon Hill where Buckingham and Avenue Mansions face each other. Private shared gardens are a concealed resource within the mansion blocks.

The private front gardens add colour and biodiversity to the residential street scene, particularly in areas of large houses but also in the narrow front gardens west of the Lane. The loss of any of these gardens through forecourt parking, hard-standing and neglect severely erodes the character of the streets.

Private rear gardens quietly add to the quality and biodiversity of the area. The gardens are almost all hidden from the street but glimpses between buildings are a precious quality of the area.

To the east is the large green space of the cricket ground; however, this is hidden behind the houses on Crediton Hill and does not impact on the Conservation Area.

5.9 Audit of heritage assets

Please refer to Map 3

Listed buildings

Listed Buildings are structures or buildings of special architectural or historic interest which are included on the Statutory List of Buildings of Architectural or Historic Interest, maintained by English Heritage.

- Hampstead Synagogue, Dennington Park Road (1892-1901), Listed Grade II*
- Fire Station, 325 West End Lane and firemen's cottages (1901), Listed Grade II
- Emmanuel Church (1897-8 and completed up to the base of the tower in 1903), Lyncroft Gardens off West End Green, Listed Grade II
- The Drinking Fountain, in West End Green, Listed Grade II
- Public Conveniences (1890s), in West End Green, Listed grade II

Buildings that make a positive contribution

These buildings relate to the core reason for the conservation area designation and significance. This is primarily the development at the end of nineteenth and turn of the twentieth century. They have a positive effect on the environment and could be a single building, group or landmark. The Council will resist demolition.

Fortune Green Road	Rosemary Court, 20-28 (even), 34-44 (even), Chomley Gardens, including properties fronting onto Mill Lane, Aldred and Hillfield Roads
Lyncroft Gardens	Lyncroft Hotel, 1-41 (odd), Polperro Mansions Lyncroft Mansions
Mill Lane	Emmanuel Church of England Primary School, Cavendish Mansions
Parsifal Road	2-20 even, 1-19 odd
Sumatra Road	Victoria Mansions
Sandwell Crescent	1-10 (consec)
West End Lane	217-229 (odd) Sandwell Mansions

	<p>243–255 (odd) Dennington Park Mansions (267–279 odd) 283 and 285 Inglewood Mansions (287-289 odd) 291-295 (odd) (297 one storey infil) 299-315 319 327-341 (in poor condition and altered but potential for positive effect on the Green) Alexandra Mansions 349-351 (odd) Buckingham Mansions</p>
West End Lane	<p>Canterbury Mansions (166-174 even) 176-206 (even) 208-254 including Queen’s Mansions 256-280 (in poor condition and altered but potential for positive effect on the Green) Cumberland Mansions 288- 304</p>
Inglewood Road	<p>Inglewood House 1-31 odd 2-26 even Welbeck Mansions</p>
West Cottages	<p>1-13 inclusive Carlton Flats 1a Salmon Mews Carlton House Inglewood Mews</p>
Cannon Hill	<p>Marlborough Mansions</p>
Finchley Road	<p>Avenue Mansions</p>
Lymington Road	<p>1-19 odd 2-16, 18-30 even</p>
Crediton Hill	<p>1(much altered),3-11, 15-55 odd 2-76 even</p>
Fawley Road	<p>2-18 even 1-23 odd Ramsey House</p>
Honeybourne Road	<p>1-5 odd, 2-12 even</p>

Yale Court, Harvard Court

Dennington Park Road Junior Synagogue
1-18 Dennington House and library

Buildings that make a neutral contribution

These relate to buildings which neither enhance nor detract from the character or appearance of the area. A number of interventions have broken the homogeneous nature of the area and have not provided any significant townscape merit. There might be potential for enhancement.

Fortune Green Road Holly Mansions, Walter Northcott House, 14, 16,
18

West End Lane
odd numbers 237-241

West Cottages Lane Carlton Flats 1-6 inclusive

Lymington Road 21-23 odd

Kingdon Road Claddagh Court

Buildings that make a negative contribution

These buildings, elements or spaces detract from the special character of the area and offers potential for beneficial change. In other words they 'blight' the area and improvement is expected.

Inglewood Road parking areas behind West End Lane north and
south sides

5.10 Buildings at Risk

Buildings at Risk are listed buildings known to English Heritage to be under risk from decay or neglect. There are no Buildings at Risk in the area. This is kept under review.

See also the Management Strategy for further guidance from English Heritage on Heritage at Risk. English Heritage launched a Conservation Areas at Risk Campaign in 2009 which aims to identify the causes of decay and threat to conservation areas nationally. The first report in 2009 showed that the main risk to conservation areas is incremental loss of original features which cumulatively strips the area of its architectural quality and special characteristics.

6 Problems and pressures, and capacity for change

Commercial pressures

The nature of commercial activity is changing due to decline in local retail, economic problems due to the recession, poor quality and seeming uncontrolled signage, loss of many of the original shop fronts, a proliferation of illuminated signs and changes from high street retail to restaurants with the proliferation of ad hoc seating areas.

Lack of understanding

There appears to be insufficient local knowledge of the Conservation Area status amongst residents and commercial operators resulting in poor alterations and erosion of details; for example, window replacement from timber to uPVC.

Tree growth and decay

Some pavements have deteriorated and have become very uneven, in part due to tree roots. There is a tension between the character of the large street trees, the required tree maintenance to avoid over-growth, and tree replacement where unavoidable.

Volume of traffic

The volume of traffic flowing up and down the Lane at peak times turns the Lane into a barrier to pedestrians and degrades the street.

Pressure for car parking

Despite the good transport links and on-street parking, cross-overs and forecourt parking are still being constructed for individuals' ease of access (although most were carried out a few years ago); the loss of front gardens is devaluing the area.

Positive change

The capacity for new development is low within the area; however, high quality new development outside the area by the railway would greatly enhance the area.

There is scope for public realm improvement, e.g. improved materials, removal of clutter etc, and incremental, private investment particularly to shopfronts, reinstatement of residential boundaries and of front gardens, all of which will preserve and enhance the area.

7 Community involvement

In West End Green there is an established Conservation Area Advisory Committee. The Conservation Area Advisory Committee is made up of local people who meet regularly to consider and comment upon planning and conservation area consent applications, upon which they are formally consulted by the Council.

The Committees were originally set up under PPG15. The recent PPS5 recognises the role of Conservation Area Committees.

Prior to the preparation of this Appraisal the West End Green Conservation Area Advisory Committee, the ward councillor, council conservation and tree officers, and JTP walked around the area. The members of the CAAC pointed out key issues which have been included in the draft.

Authorisation was given for public consultation on the draft on 8 July 2010. The consultation period was between 25 October and 6 December 2010, during which time the residents were notified and invited to a public exhibition held on 16 November 2010. The document was adopted at the public meeting held on 28 February 2011.

There is opportunity for further community involvement with the management of the conservation area through the activities of the CAAC and through the planning process. The Appraisal and Management Plan are subject to periodic review.

The new planning system will encourage more community involvement in the planning process. Guidance is to be enshrined in the LDF, PPS5 and as foreseen in the heritage protection reform that failed to find parliamentary time in 2009.

8 **Boundary changes**

As part of the Appraisal two areas were considered as possible extensions to the Area:

- Parsifal Road with Fortune Green Road
- Fortune Green and the Greek Streets

The Appraisal concluded:

Parsifal Road should be included, but that Fortune Green had historically been separate and could be considered as a new conservation area rather than an extension to West End Green Conservation Area.

Parsifal Road with Fortune Green Road

Parsifal Road Area is currently detached from the main West End Area. The boundary line excludes the west side of Lyncroft Gardens and the north side of Fortune Green Road.

The development of Parsifal Road is part of the evolution of West End at the end of the nineteenth century. The houses on Fortune Green Road were already in place for a few years when the Parsifal Road Development progressed from north to south. In a few years the surrounding fields had all been developed including Lyncroft Gardens, the Mansion Blocks and Emmanuel Church.

The south end of Parsifal Road meets Fortune Green Road. The corner blocks are carefully designed with splayed bays that define the entrance to Parsifal Road, and flanking them are terraces that form a group. This composition is currently artificially detached from the conservation area.

At the north end of Parsifal Road, the European School of Management faces the Finchley Road. Recent buildings at the rear of the college face Parsifal Road. Inclusion of the College in the Conservation Area was declined as the College does not relate to the heart of the West End Green Area.

The revised boundary is shown on Map 2.

This consolidates Parsifal Road with the West Green area into one area that is historically and physically connected. Both sides of Fortune Green Road and Lyncroft Gardens are within the Area. The southern ends of Parsifal Road and Lyncroft Gardens are also included within the boundary.

Loss of detail and garden boundaries within the proposed extended area are common issues inside the existing conservation area; this is not considered a reason for exclusion but an opportunity for incremental improvement for the benefit of the area.

Fortune Green and the Greek Streets

Fortune Green lies uphill and to the north of the West Green and Parsifal Road Areas. Historically, this village/hamlet grew independently from West End (see Rocque, Map 5). Fortune Green is centred on its own green and a network of streets to the west known as the Greek Streets.

The Greek Streets are Ajax Road, Agamemnon Road (leading to Gondar Road), Ulysses Road and Achilles Road (leading to Hillfield Road). These streets were developed in the expansion of West End in the latter part of the nineteenth century. The houses are two storeys, terraced with quirky carved faces on the capitals around the bay windows, and three storeys on Gondar Gardens and the western leg of Agamemnon Road which have a distinctive diagonal glazing pattern on the sash windows.

To the north of the Green is Hampstead Cemetery. This is fascinating with many notable tombs. It benefits from existing designations as a Site of Nature Conservation Importance, and contains two listed buildings. The recent Alfred Court development overlooks the cemetery and faces Fortune Green.

A new conservation area could potentially include the Green, the cemetery and the Greek Streets. Consideration should be given to a separate Fortune Green Conservation Area therefore, rather than an extension to West End Green.

9 Summary of Issues

Commercial activity

West End Lane is absolutely central to the character, vitality and history of the conservation area. The proliferation of advertisements and decline of the shop fronts is detrimental to the area.

Residential

The residential areas are homogeneous historically and by design. The erosion of the details and the gardens is detrimental to the quality of the residential area. Incremental repair and reinstatement would enhance the area.

Public realm

The street trees, the Green and established front gardens enhance the public spaces. Street clutter, traffic and poor materials and condition of pavements and is eroding the character.

Civic

The active civic and worship buildings provide a focus for community activity and landmarks in the Area.

Outside the Area

The approach to West Hampstead from the station is blighted at the southern end by the railway. New development here has the potential to transform this area.

Part 2

West End Green Management Strategy

West End Green Management Strategy

1 Introduction

1.1 Background

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.

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 West End Green Conservation Area.

The aims of the Management Strategy are to:

- inform interested parties of how the Council intends to secure the preservation and/or enhancement of the Conservation Area;
- set out an approach to consultation on the management of the Conservation Area;
- confirm how issues identified through the character appraisal will be tackled;
- 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;
- 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;
- identify areas that may benefit from specific enhancement proposals should funding become available; and,
- identify the management tools available to the Council through legislation.

1.2 Policy and legislation

The purpose of the Management Strategy is to provide clear, concise proposals for maintaining and enhancing the Conservation Area. This includes actions and a review framework which address the issues raised in the Appraisal.

The Council's policies and guidance for conservation areas are contained in the adopted Core Strategy and Development Policies of the Local Development Framework (2010) and Camden Planning Guidance (December 2006) and reflect the requirements of national policy.

The government has introduced a new planning system in which the focus is on flexibility, sustainability, strengthened community and stakeholder involvement. Under the new system Camden is required to produce the Local Development Framework (LDF) which replaces the former Unitary Development Plan (UDP), and this will include a high level of monitoring and community involvement.

The LDF will incorporate the London Borough of Camden Planning policies:

- Development Plan Documents (DPDs): the key documents are the *core strategy and the development policies* which includes a development plan for the whole area and will outline a broad strategy for conservation
- Supplementary Planning Documents (SPDs): these provide further detail and guidance on policies and proposals included in the DPD, and can supplement higher level policy in controlling erosion of the special interest that warrants designation
- Statement of Community Involvement (SCI)

The Conservation Area Appraisal and Management Strategy are adopted guidance and support the SPD.

2 Monitoring and Review

Monitoring

The Council will monitor listed buildings within the West End Green 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

The Council is required to undertake periodic review of the West End Green 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.

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.

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.

At present the only way of monitoring change is to interpret the existing statement and from anecdotal evidence. In the future it is a recommendation of this Strategy that a photographic record will provide a visual benchmark for review (see below.)

Within the limitations of the current review it appears that since the writing of the last Statement in 1993:

- The general trend in the area is towards prosperity and return of houses to single dwellings, which is having a beneficial effect on maintenance of the houses

- The state of the shopfronts and signage is in decline, as shown by very large signs which extend out of the scrolls/ canopy zone and by cheap shopfront replacements.
- There has been an increased trend towards restaurants away from retail, resulting in some cases (but not all) in seemingly uncontrolled structures on the pavement, a number of which are quite obtrusive. In the previous statement large forecourts are mentioned in front of a parade of shops by the Green; however, these ad hoc structures are not mentioned.
- Mansion blocks are generally very well maintained, but there are some instances of replacement of features, particularly doors and windows, that can undermine the design of their elevations.
- The state of front gardens and boundary walls in many streets is in decline owing to removal of traditional garden boundaries and cross-over forecourt parking.
- The general state of the public realm is in poor condition; whether this is improved or not since 1993 it is not possible to ascertain.

The recommendation is for a regular and quantifiable mechanism to monitor change that will be effective at the next review. This could include a review of the records of the planning and enforcement actions and a comparison with a photographic record.

Photographic record

In order to monitor and evaluate change in the Area effectively, a photographic street survey is proposed. This would have the benefit of:

- capturing a moment in time to support the Appraisal
- providing the means to review the state of the area accurately and periodically
- being a potentially useful tool in enforcement action
- being a useful public resource

This could be undertaken as a community project, possibly within a format provided by the Council. It would identify key features, and buildings considered of positive, neutral and negative value.

Future review

The Council has a duty to review the condition of the conservation areas periodically. The next review is anticipated in five years from adoption of this Appraisal and Management Strategy.

This may involve the designation of new conservation areas, the de-designation of areas that have lost their special character, or changes to the boundaries of existing conservation areas. At that time the West End Green Character Appraisal and Management Strategy will be reviewed in the light of changes to the area.

3 Maintaining character

General approach

The following approach to maintaining the special interest of the West End Green Conservation Area will be adopted as part of the strategy for its effective management:

- the West End Green Conservation Area Appraisal and Management Strategy will be the 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;
- 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;
- applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of conservation officers;
- 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 explain adequately the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site and its context as well as the proposed development;
- where relevant and possible further supplementary planning documents including design guidance and planning briefs will be produced;
- 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 West End Green Conservation Area are preserved, repaired and reinstated where appropriate;
- 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,
- 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 West End Green Conservation Area and seek their input in relation to ongoing management issues.

4 Recommendations

4.1 Promotion of good practice by:

- improving local knowledge of the Conservation Area status amongst commercial operators in order to prevent the proliferation of the loss of traditional shop fronts and poor alterations and to promote quality design and illumination
- improving local knowledge of the Conservation Area status amongst residents in order to stop the practice of installing cross-over parking, and inappropriate replacement of original window, door, stucco, balcony and other characteristic details
- reinstating private front gardens wherever possible

4.2 Revision of the Boundary should be undertaken to combine the two areas.

4.3 Public realm enhancement is needed to address the issues of traffic control, cluttered pavements and poor surfaces (see also section 6.3).

4.4 Enhancing public landscape including some replacement street trees and tree maintenance.

4.5 Declaration of an Area of Special Control of Advertisements: the signage on the Lane has proliferated and degrades the streetscape. Special Controls could restrict the signs further than the existing powers under the Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which provides that where an area is designated as a conservation area, "... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area" in the exercise of any of the provisions of the Planning Acts. This includes the control of outdoor advertisements. The Council bears this provision in mind when considering any advertisement application in the conservation area; however Special Controls could extend their powers in order to enhance the streetscape.

4.6 Increasing controls: consideration of Article 4 Directions on residential properties and Article 4 (1) Directions on commercial properties.

4.7 Initiating and maintaining a photographic record of each street to enable effective review and monitoring, and a public record of the state of the area.

5 Boundary changes

It is recommended that the area adjacent to Parsifal Road is included in the conservation area and the West End Green Conservation Area is joined into one area as shown on the proposed plan.

6 Current issues

6.1 Summary of issues

The area is essentially homogeneous, established, prosperous and attractive; however, the West End Green Conservation Area suffers from erosion of detail in both commercial and residential properties, and in the public areas.

The separation of the two areas, West End and Parsifal Road, currently has a detrimental effect on the Conservation Area, particularly on the entrance of Parsifal Road.

6.2 Maintaining special character

Details and features tend to have a distinctive character in buildings originally developed in groups. The individual group details should be retained and enhanced on a project by project basis, taking into considering the following guidance:

Doors, windows should be restored to original glazing material and configuration.

Paths and boundary walls/hedges and other details characteristic of the street should be reinstated.

Roof materials are typically slate and artificial slates should be avoided.

Extensions to front or side roof slopes are likely to break the important, regular composition of the roof lines and so harm the appearance of the conservation area.

Pressure on removal of boundary walls and gardens for parking will be resisted.

6.3 Enhancement schemes for the public realm

Development and design briefs

South of the area: a design brief for the south end of West End Lane and enhancement around the stations would help to identify an agreed approach to the area.

Design brief for street furniture and pavement/restaurant life

A local design brief is recommended for the public realm with realistic implementation framework, for surfaces and design.

New buildings

There is little scope for new building in the area, however new work should reflect the materials, colour palette, scale and character of the area.

Traffic management

De-cluttering the street scene should be a priority alongside creating priority for safe pedestrian movement.

Control of Outdoor Advertisements

Making an Area of Special Control of Advertisements controls is recommended.

Shopfront design

This is a particular cause for concern, and revisiting the Supplementary Planning Guidance is recommended with possibly an Article 4(1) for the elevations of commercial properties.

6.4 Economic and regeneration strategy – grants and investment

The Council and its partners are investigating a range of options and proposals to improve the public realm in West Hampstead Town Centre, part of which lies in West End Green Conservation Area. These aim to make pedestrian movement safer, more convenient and more attractive. Specifically these will include identifying opportunities to increase pavement widths, improve crossings and remove street clutter which obstruct movement.

West Hampstead is one of the Council's Areas of Focus for its cross-departmental Place Shaping agenda, which seeks to ensure that activities and funding for the area are used to their best advantage in ensuring that growth is properly managed, and delivers improvements for the area and contributes to other Council objectives.

The London Plan identifies West Hampstead Interchange as an Area for Intensification and expects a minimum of 2000 new homes and 500 new jobs to be provided in the area between 2001 and 2026. The area sits just outside the Conservation Area boundary and is centred on the two railway stations. It is likely that this development will comprise incremental development and improvements to the transport interchanges.

There are a number of planned infrastructure improvements to the Thameslink and Overground services, including increasing capacity and frequency of trains by 2012. This could serve to increase passenger levels and place additional pressure on the interchange.

English Heritage and the Heritage Lottery Fund run grant schemes for Historic Areas in partnership with local authorities, but there are currently no such schemes proposed or considered for West End Green.

English Heritage has undertaken research – *The Heritage Dividend* – that shows that public and private investment into conservation areas brings financial rewards as well as environmental and social benefits. More information is available on its website.

7. Management of Change – application of policy guidance

7.1 Quality of applications

All planning and Conservation Area Consent Applications must contain sufficient information to describe the effect on the character of the conservation area including the effect on the local context and setting of the proposal. The Council will not register inadequate applications and will require further information where necessary.

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.

7.2 Generic guidance

Control over new development

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 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.

Development proposals must preserve or enhance the character or appearance of the West End Green 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.

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.

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.

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.

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.

Demolition

The total or substantial demolition of an unlisted building within a conservation area requires consent. New development, involving the demolition of buildings which make a positive contribution to the character or appearance of the Conservation Area, will not be supported by the Council (policy B7 of the Unitary Development Plan).

PPS 5 is clear that there is a presumption in favour of the conservation of designated heritage assets; and the more significant the designated heritage asset, the greater the presumption in favour of its conservation should be. Policies HE 9.2 and HE 9.5 should be taken into consideration when justifying proposals for the demolition of buildings within the conservation area.

Conservation Area Consent is required for the demolition of garden walls that are over 1m in height fronting the highway, and 2m elsewhere. The demolition of original boundary walls will be resisted.

The Council will seek the retention of buildings which are considered to make a positive contribution to the character or appearance of the CA.

Where buildings are not identified as making a positive contribution, consent for demolition will not be granted unless a scheme for redevelopment is submitted which preserves or enhances the CA.

All applications for works of demolition within the CA should show clearly the extent of demolition proposed including partial demolition and garden walls.

Car parking cross-overs

Reinstatement of front gardens and typical local boundaries (for example hedges or walls) is encouraged where cross-over parking has been implemented in the past. This is an important way of enhancing the streetscape and incrementally improving the quality of the area.

There may be reasons, other than the impact on the conservation areas, when forecourt parking is not permitted. It is noted that in addition to possible Conservation Area Consent for the demolition of the garden wall, approval is required from the Council's Highways Department, and Planning Consent will be required for an area of hard-standing above the area permitted for sustainable development (5 square metres).

Listed buildings

To see the location of the listed buildings within the conservation area please refer to Map 3. To access their listing descriptions and for advice on listed building matters visit www.camden.gov.uk/listed buildings or www.english-heritage.org.uk

Sub-division of houses

Over sub-division of houses constructed for single family occupation can have significant detrimental impact on the appearance of the CA through external alterations, extensions and possible demand for additional car parking spaces.

The creation of additional units in the roof space or through excavation of a basement area will not therefore normally be acceptable where it is demonstrated that such works would cause harm to the character or appearance of the area. Similarly, proposals for the further sub-division or extension of mansion blocks will normally prove unacceptable.

Basements

West End Green Conservation Area is characterised by residential properties set in large gardens with an abundance of trees. In recent years conservation areas in Camden have 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.

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.

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.

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.

The Council will normally resist basement development fronting the highway due to its impact on the appearance of the Conservation Area.

To check whether you need planning permission for basement works, please visit the Council's website at 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.

7.3 Local guidance

Shopfront design

The retention of traditional shopfronts and new ones of a high quality design is actively encouraged in the CA and enforcement action will be taken for unauthorised works.

New shop fronts require Planning Permission. There is detailed advice within the Supplementary Planning Guidance on traditional shopfront design which would be welcomed in the West End Green Conservation Area. This guidance will be included in a new form in the SPD under the LDF

It is important that shopfronts maintain the visual character and appearance of the street through respect for the proportions, rhythm and form of the original frontages. The loss of original/historic shopfronts will be resisted.

Shop signage should be appropriate for the CA, respecting the proportions of shop frontages, and maintaining the characteristic divisions between units. Signage should be non-illuminated or externally illuminated and will usually consist of one fascia sign and one projecting sign and should not project above the traditional stringcourse or soffit of the shop front.

It is recommended that additional powers of control over advertisements are implemented.

7.2 Enforcement Strategy

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 West End Green and Parsifal Road Conservation Area.

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). Also see PPS5.

The Planning Appeals and Enforcement Team can be contacted on line. Website: www.camden.gov.uk/planning

Enforcement action is costly and time-consuming to both the Council and to the property owner, and is best avoided through applying good practice and seeking advice from the Council about necessary permissions prior to carrying out work.

7.3 Article 4 Directions

Planning consent is required for most development and demolition wherever the location. In a Conservation Area some alterations are restricted through the planning system by the removal of the normal Permitted Development Rights, however this is not always sufficient to protect the special character. Article 4 directions further restrict alterations to the area without planning consent.

English Heritage defined the usefulness of Article 4 Directions in the Heritage at Risk Report 2009:

‘Article 4 directions are well-established tools that enable local planning authorities to manage change in conservation areas that otherwise would be harmful to their special character. They are particularly effective when used as part of a well-considered management plan supported by guidance to local owners

Article 4 directions are justified when there is firm evidence that permitted development is damaging the character or appearance of a conservation area, or is likely to. An Article 4 direction is therefore a targeted response to specific types of alterations and changes that cumulatively can undermine local character. When used in conjunction with design guidance they can provide clarity and certainty for owners when they are considering proposals for change.’

It is recommended that Article 4 Directions are implemented to control:

- front garden areas and boundary treatment
- window replacements
- external door replacements
- business premises and shop fronts

Further advice on Permitted Development is available from Camden Planning Advice and Information Team on 020 7974 5613 or the Planning Portal www.planningportal.gov.uk.

7.4 Heritage at Risk

English Heritage maintains a register of listed buildings and structural scheduled monuments which are 'known to English Heritage to be at risk, though neglect or decay or are vulnerable to becoming so'. There are no buildings at risk in the West Green Conservation Area. This is kept under review.

The Heritage at Risk Report 2009 also covers Conservation Areas. This states that 1 in 7 areas is classified at risk from 'neglect, decay or unsympathetic change'. English Heritage identified two areas in Camden; this did not include West End Green. English Heritage gives useful guidance for the care of Conservation Areas and calls for action from both Councils and the community.

7.5 Trees, green spaces and biodiversity strategy

Gardens and front boundary treatment

Front and rear gardens within the residential streets make an important contribution to the streetscape and character of the residential area. The Council will resist the loss of soft landscaping and original boundary walls and railings, as well as loss of gardens through basement developments.

Trees and open spaces

The street trees in the residential areas are a valuable part of the streetscape and make a positive contribution to the character and appearance of the conservation area. Advice on street trees can be found at www.camden.gov.uk/streetscape.

Many trees within the conservation area have statutory protection through tree preservation orders (TPOs). Additionally any tree within the conservation area over 75mm diameter that is not covered by a TPO is still protected and anyone proposing to cut down, top or lop a tree is required to give six weeks' notice to the Council.

Camden's Tree Officers within the Conservation and Urban Design Team can advise on all aspects of trees on private property within the West End Green Conservation Area.

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: email urban.design@camden.gov.uk

If building or excavation works are proposed to a property in the Conservation Area, consideration should also be given to the existence of trees on or adjacent to a site, including street trees and the required root protection zones of these trees. Where there are trees on or adjacent to the site, including any street trees, an arboriculture report will be required with the submission of a planning application. This should provide a statement in relation to the measures to be adopted during construction works to protect any trees on or adjoining the site and justification for any trees to be felled. Further guidance is provided in BS5837:2005 'A guide for trees in relation to construction', or by contacting the Council's Tree Officer on 020 7974 5616.

The street trees of West End and Parsifal Road add greatly to the character of the area. Damage to pavements is sometimes caused by root growth, and the canopies need periodically to be pollarded. This is a matter of on-going monitoring and maintenance in order to preserve the leafy character of the side streets.

As trees die, replacement with varieties that encourage biodiversity and less root damage is to be encouraged while maintaining the overall character.

The Green offers recreation and welcome relief to the busy Lane. The character of this area is precious and its semi-rural character needs to be retained and enhanced.

All new development should have a high standard of external space which should respect the character of the conservation area

8 Consideration of resources to sustain the historic environment

London Borough of Camden has a team of conservation officers and landscape officers that support the aims of the designation of the area and give advice and assistance to the public.

Camden has a Heritage Champion to promote heritage issues. At the time of writing the role is up for re-election.

The Conservation Area Advisory Committee is run on a voluntary basis and receives no funding from the Council.

9 Procedures to ensure consistent decision making

The Council requires high quality applications for works in the Conservation Area, therefore applicants need to:

1. ascertain where planning permission or conservation area consent is required for alteration and demolition
2. ascertain what is significant about the space/feature/building
3. understand the relevant policies and guidance
4. show what effect the proposal will have on the space/feature/building – this may require an historic environment impact assessment
5. illustrate the effect of the proposals on the local context – this may entail perspectives or visually verifiable montages

The Council has strict procedures to ensure that applications will only be registered when there is sufficient information to understand the scheme.

It is recommended that applicants consult the duty planner prior to application.

Planning applications will be determined in accordance with local guidance (Camden's Planning Guidance and the Conservation Area Appraisal), local policy (London Borough of Camden's Unitary Development Plan, to be superseded by the Local Development Framework), and national policy (The London Plan).

Other guidance, for instance that published by English Heritage on listed buildings and conservation areas, will also be taken into account.

10 Community involvement

Community involvement is encouraged in order to:

- promote 'ownership' of the Character Appraisal and Management Strategy by both the local community and the Council in order to achieve incremental improvements
- support the Sustainable Community Strategies and Local Area Agreements within the draft LDF to promote satisfaction with the local area and increased civic participation in the decisions affecting conservation areas

Conservation Area designation is about recognising the significance of an area and what gives its special character. Designation is not intended to prevent change but to make sure that the effects on what people value about a place are properly considered. English Heritage.

Camden has a statutory duty to publish proposals for the enhancement of the Conservation Area.

Local residents are already involved in the West End Conservation Area Advisory Committee. This group considers planning and conservation area consent applications and brings issues affecting the conservation area to the Council's attention.

If you wish to become involved or find out more please contact the CAAC c/o Camden Council's Conservation and Urban Design Team.

English Heritage has launched a campaign to support the preservation and enhancement of conservation areas and it provides a campaign pack of information on request. To find out more see www.english-heritage.org.uk

11 Guidance

Information

A range of information is available on the Council's website to assist businesses, occupiers and developers in making applications that will meet the objective of preserving or enhancing the special interest of the area.

London Borough of Camden *A Guide to Trees in Camden* contains information on the benefits of trees and the law relating to trees in conservation areas.

London Borough of Camden's 'Your Camden' is an internet magazine for the borough.

English Heritage has many useful publications, all available on its website including:

Heritage at Risk

- Register and guidance
- Campaign for Conservation Areas

Streets For All

There is a wealth of further information provided by English Heritage, the Victorian Society, Twentieth Century Society, SPAB and other conservation organisations. The Planning portal is also useful for general planning issues. Contacts are listed below.

Contacts

Camden

Urban Design and Renewal

Town Hall Extension
Argyle Street
London
WC1H 8ND

tel 020 7278 4444

www.camden.gov.uk

email urban.design@camden.gov.uk

English Heritage

London office
1 Waterhouse Square
138-142 Holborn

London
EC1N 2ST

tel 020 7973 3000
web www.english-heritage.org.uk
email london@english-heritage.org.uk

Victorian Society
1 Priory Gardens
LONDON
W4 1TT

tel 020 8994 1019
web www.victoriansociety.org.uk
email Admin@victoriansociety.org.uk

Twentieth Century Society
79 Cowcross Street
London
EC1M 6EJ

tel 020 7250 3857
web www.c20society.org.uk
email caseworker@c20society.org.uk

CABE
1 Kemble Street
London
WC2B 4AN

tel 020 7070 6700
web www.cabe.org.uk
email info@cabe.org.uk

The Planning Portal

Web www.planningportal.gov.uk

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West End Green Conservation Area Statement,
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Historical Publications 1999

The Buildings of England, London 4: North. Bridget Cherry and Nikolaus
Pevsner, Penguin 1998

A History of CAMDEN, Hampstead, Holborn and St Pancras,
John Richardson, Historical Publications 1999

The Streets of West Hampstead, ed. Christopher Wade,
Camden History Society 1992

Maps

Map 1 West End Green Conservation Area

Ordnance Survey plan shows Conservation Area boundaries, streets, plots and property boundaries

Map 2 West End Green Designated areas

Ordnance Survey plan shows areas and dates of designation

Map 3 Townscape Appraisal

Ordnance Survey plan shows listed buildings, positive buildings

Map 4 West End Green Area Topography

This shows the West End Green Conservation Area indicated approximately between the 55 and 80 metre contours sloping from the north east and highest point on Finchley Road down to the south and lowest point at the railway on West End Green Road.

Map 5 1870-1871 Ordnance Survey

This map shows the sparse development along West End Green Road, with large houses set back from the road in landscaped settings. The West End is separated on all sides by fields including Fortune Green. The Midland and the Hampstead Junction railways are located to the south.

Map 6 1894 Ordnance Survey

This map shows little change within the conservation area. However to the north-west including Fortune Green and to the south-west the areas had been developed as an urban street pattern of terraced houses. To the south development spread up to the line of the railways. The fields only remain within the area to the east towards Hampstead, although here a network of streets around Hampstead was being established which linked with the web of streets creeping up from the south.

Map 7 1914 Ordnance Survey

The east side of area had been developed right up to the current boundary to the rear of Crediton Hill with the larger detached and semi detached houses, and mansion blocks replacing large houses and parkland. Further east Hampstead had spread up to the Finchley Road. The streets to the west all around the reservoir have been completed.

Map 8 West End Green Conservation Area Urban Grain

This plan is based on the 2009 Ordnance Survey plan. The final piece in the jigsaw has been developed. Chomley Lodge was demolished and Chomley Gardens developed as a four sided mansion block with central garden. The south east corner of the mansion block wraps around Emmanuel Primary School on Mill Lane.

Map 9 Character area map

