



**Redington / Frognal Conservation Area  
Character Appraisal & Management Plan**

**December 2022**



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# 1. Introduction

## 1.1 Purpose and Content

This document is a Conservation Area Character Appraisal and Management Plan for the Redington/Frogna Conservation Area in Camden (see Plan 1). It is intended to become a Supplementary Planning Document.

The purpose of the document is to inform planning decisions and to guide the protection, management and enhancement of the conservation area (the statutory basis for such decisions is set out in 1.3).

Part 2 of this document provides background and context. Parts 3 and 4 form the character appraisal. Part 5 comprises the management plan. Part 6 contains design and development principles.

## 1.2 Boundary and Location

The boundary of the conservation area is shown on plan 1. It encloses an area of Hampstead to the north-west of Camden, east of Finchley Road. The area is mainly suburban in character. It was designated in 1985 and extended in 1988 and 1992. The boundary was modified in 1991, with part being transferred to the Fitzjohn's and Netherhall Conservation Area.

## 1.3 Statutory Basis

Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 deals with the 'Formulation and publication of proposals for preservation and enhancement of conservation areas'. This places a duty on local planning authorities 'from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas'. Such proposals must be the subject of consultation.

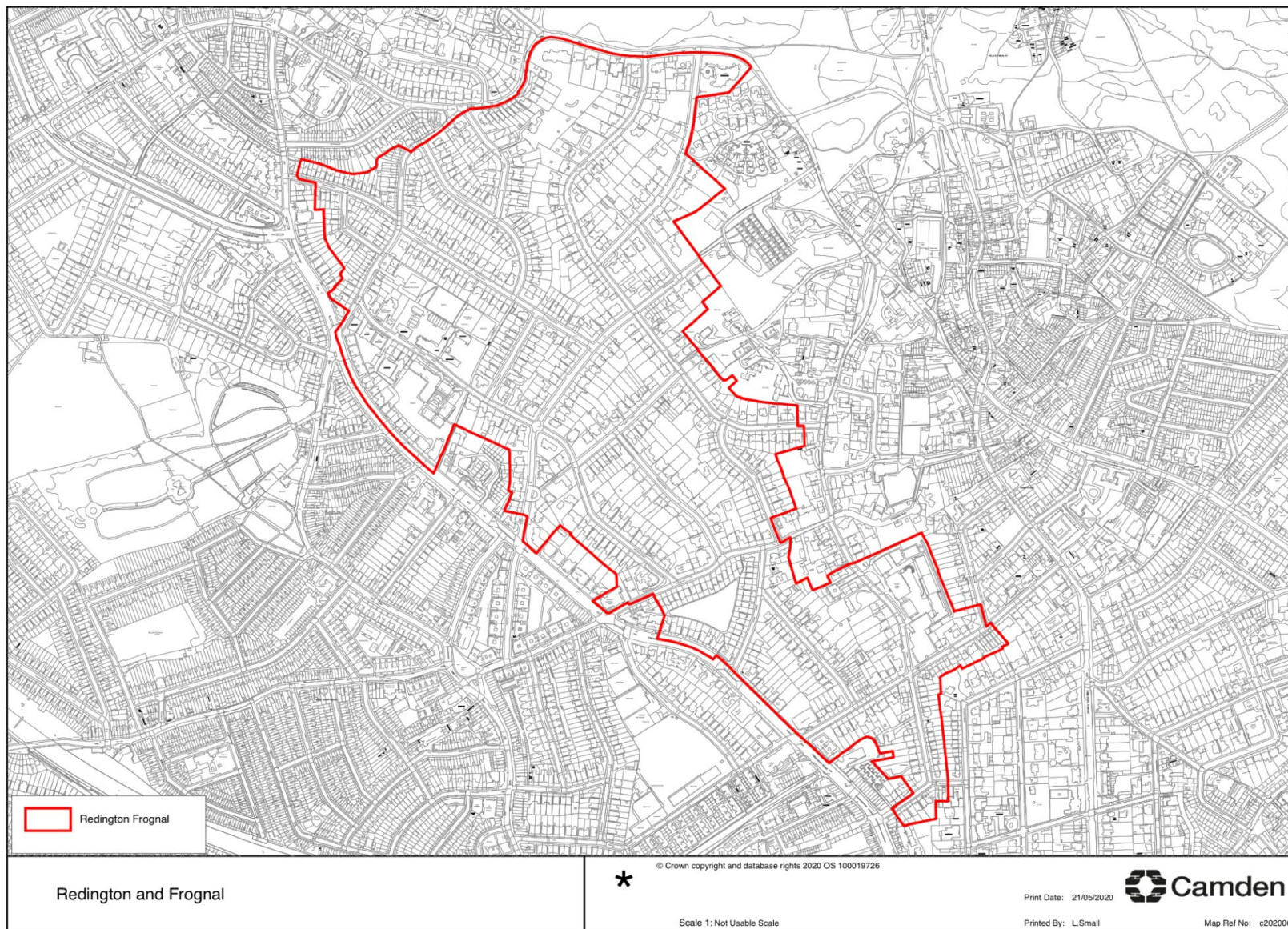
The statutory definition of a conservation area is given in Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990:

*'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.*

Supplementary Planning Documents can interpret policies in adopted Local Plans. The 'Design and Development Guidance' contained in this document has been prepared against this context.

The National Planning Policy Framework 2019 refers to significance. Some confusion can arise from Historic England's guidance (Conservation Principles 2008) which defines significance in a different way to the legislation. For clarity, this document interprets significance in accordance with the wording in the Planning (Listed Buildings and Conservation Areas) Act 1990, so relating to the 'special architectural or historic interest' of the area.

Redington/Frogna Conservation Area Character Appraisal & Management Plan



## 2. Background

### 2.1 Methodology

A review of relevant evidence and documentation was undertaken in January 2020, including:

- The previous Redington / Frogna character appraisal (2001).
- The emerging Redington / Frogna Neighbourhood Plan.
- The National Heritage List for England.
- The Buildings of England London 4 (Penguin Books, 1998) Unseen London by Dazeley and Daly (Frances Lincoln, 2017) and other relevant publications.
- Kidderpore Reservoir, Camden Heritage Value & Protection, February 2020, Urban Vision Enterprise CIC.
- Web-based materials.
- National and local planning policies and guidance.

Initial engagement was undertaken with local groups, including meetings with representatives of the Netherhall Neighbourhood Association, Hampstead Neighbourhood Forum and Redington Frogna Neighbourhood Forum. All of these groups provided input, through meetings and email exchanges. This has informed the content of the document.

Site surveys were undertaken during February and March 2020, including photographic surveys.

Consultation on the draft Conservation Area Appraisal document was undertaken from Monday 7 February to Sunday 20 March



Properties between Kidderpore Avenue and Ferncroft Avenue have a different urban character, with buildings set around large open spaces.



2022. In response to the consultation the document has been updated and amended by Camden, including further photographic surveys on 18 November 2022.

## 2.2 Local Planning Policy Context

The Camden Local Plan adopted 2017 was prepared against the context of the now adopted London Plan 2021 and Redington Froggnal Neighbourhood Plan 2021.

Design and Heritage is dealt with in Chapter 7 of the Camden Local Plan 2017.

Policy D1 deals with design, including tall buildings.

Policy D2 deals with heritage. For conservation areas, this includes:

- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
- f. resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
- g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
- h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden's architectural heritage.

The policy also deals with listed buildings, archaeology and non-designated heritage assets. The development guidelines later in

this document have been written against the context of Policies D1 and D2.

Camden also has a range of supplementary planning guidance, including Basements, Biodiversity, Extending your Home, Design and Trees.

## 3. Special Interest and Character

### 3.1 Special Architectural or Historic Interest

This part of the document seeks to describe and help define the special architectural or historic interest and character of the conservation area.

### 3.2 General Nature of the Area

The area is primarily residential, but also with some commercial, educational and institutional uses. The area is flanked by retail and commercial areas on Finchley Road.

The special architectural or historic interest and character of the conservation area is based broadly on the following factors:

**Landscape:** The landscape infrastructure characterised by smaller front gardens and extensive rear gardens. Many front and rear gardens contain mature trees. The streets often have grass verges and are lined with street trees, notably veteran plane trees, planted when the streets were first laid out.

**Townscape:** The associated townscape characteristics, based on residential buildings set-back behind small front gardens or front courts, with low front walls or hedges. There are also some larger-scale mansion blocks. The scale of buildings varies greatly, from 3 storeys as the predominant height (this varies in



Street trees, garden trees, hedges, front gardens and sometimes extensive rear gardens are important characteristics of the area. Pollarding of trees reduces the leafy character.

different streets) to six storeys or more on part of Finchley Road (between Frogna and Frogna Lane).

**Architecture:** Buildings tend to have common features, reflecting their time of construction in the late 19<sup>th</sup> and first half of the 20<sup>th</sup> century. These are stylistically diverse, but predominantly draw on Queen Anne Revival and Arts and Crafts influences. In addition, there are a small number of individual buildings of distinctive design quality, sometimes contrasting dramatically with surrounding buildings.

### 3.3 History and Archaeology

The area was undeveloped until the 1870s. Part of the road layout was originally established in the form of country lanes. The area was formed of private estates and developed in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

The Redington / Frogna area is naturally very wet, where several underground streams run underground, including the Westbourne, which emerges downstream to form the Serpentine in Hyde Park.

The character of the area reflects its historic development. This includes:

**Planned Development:** Larger scale, planned development in the form of mansion blocks or groups of semi-detached and detached houses account for quite a lot of the area. This creates coherent groupings of buildings of a similar style.



The area's character is based on the domestic architecture, pattern of front and rear gardens, and combinations of street and garden trees and hedges.

**Incremental Development:** Incremental development has resulted in architectural diversity, from individually commissioned properties, built at different times. This includes some individual buildings of interest, including distinctive Gothic and Modern designs.

A fuller history of the area is included in the Annex to this document.

## 3.4 Townscape and Landscape Character

### Character and Appearance of the Area

Throughout the Conservation Area the contribution of the streetscape is significant; the trees (public and private), the vegetation, the boundaries between private gardens and the street, the rear gardens. The general layout and landscape character creates a green and leafy character. This is based on layout with front and rear gardens. The glimpses into rear garden spaces between properties are a characteristic of the area.

An important characteristic is the range of mature trees, including formal avenues of street trees and also more informal garden trees, including rows of trees to rear garden boundaries. Hedges as boundary treatments are another landscape characteristic. In many roads, this results in a very green and leafy character, with properties sometimes partly screened from view.



**Mature street trees play an integral role in the streetscape character and appearance of the Area**

## Layout and Townscape

In terms of layout, the area is mainly informal. A few roads, such as Ferncroft Avenue and Kidderpore Gardens are straight roads, but mostly, the layout is based on informal, curving roads. Narrow pedestrian lanes are a characteristic of the area.

The topography of the area is reflected in the townscape character of many streets, with stepped roofscapes and some properties being elevated above street level, in response to the slope. There are sometimes differing levels between rear gardens.

The townscape characteristics of the area provides a coherence to the character, despite the differing scales, heights and massing of buildings. Buildings are set-back behind front gardens or grassed and landscaped strips. This creates a green character to streets, but also creates a clear enclosure and definition of those streets by the set-back building frontages and front boundary treatments. Many properties have large gardens to the rear. The arrangement of built forms set in extensive garden spaces creates the suburban, rather than urban, townscape character, with glimpses through the gaps between properties to the trees and gardens to the rear.

The majority of houses are large detached or semi-detached dwellings, with gaps between them. Heights of buildings vary, but most houses are at least three storeys. . The area does include some large-scale mansion blocks, which are more urban in character, though often in landscape settings.



**The townscape character is based predominantly on detached or semi-detached housing, though with some terraces and mansion blocks or larger commercial or institutional buildings. Dwellings are generally of 2-3 stories (though with some variations) and set back behind front gardens. Many properties have extensive rear gardens.**

## 3.5 Architecture and Buildings

### Vernacular and Polite Influences

The buildings in the area are primarily polite architecture, in terms of using the compositional principles and features of different formal architectural styles.

A local vernacular is represented mainly by the materials being used, in particular use of red or yellow brick and plain clay tiles. The Arts and Crafts movement, which is a clear influence, also drew on vernacular influences, through as part of a more formal style.

### Architectural Styles

The conservation area is architecturally diverse, based on an eclectic mix of styles. The top of Kidderpore Avenue and West Heath Road both include groupings of buildings of exceptional importance.

There are obvious and dominant influences and these are:

**Queen Anne:** One of the key influences in the Conservation Area is Queen Anne Revival. Numerous buildings combine red brick and tile construction, some with render and tile hanging. Houses tend to have white timber framed windows, many with small-panes, with a range of bay and dormer window styles.

**Arts and Crafts, Freestyle and Domestic Revival:** Many properties have domestic architectural detailing and



Architecturally, the Conservation Area is diverse. Influences include Queen Anne Revival, Tudor-Gothic, Arts and Crafts, Modern and the domestic revival architecture..

materials. Properties are often asymmetrical, based on functional plans. Annesley Lodge in Platt's Lane is the highlight, designed by Voysey.

In addition to these dominant influences, some buildings reflect other influences, including:

**Gothic:** Many properties have Gothic or Tudor Gothic features, with a small number of properties reviving Tudor Gothic in a more rigorous way, especially the outstanding examples in West Heath Road.

**Classical:** Many properties have classical elements, such as pilasters and pediments, reviving pre-Georgian classical architecture (this is one of the elements of Queen Anne). Some properties include classical orders to their porches or porticos.

**International influences:** In addition to the Classical influences, there is wide-spread use of Dutch gables and Mansard roofs with dormers.

**Inter-war and post-war architecture:** Schreiber House in West Heath Road is an exceptional example of post-war Modern architecture. There are more recent buildings reviving Modern styles, though expressed in a more contemporary manner, rather than through a stricter revivalism of 20<sup>th</sup> Century Modernism. These are mostly of a good standard in terms of composition, detail and finish.

**Recent Architecture:** Revivalism is apparent in some very convincing recreations of older house styles. Such buildings preserve the character and appearance of the area, but add



Part of Kings College in Kidderpore Avenue. This comprises large institutional buildings in different styles and from different periods, including Queen Anne Revival.



nothing to the special architectural or historic interest. Indeed, if such recreations become too prevalent, they could undermine the historic integrity of the area.

Some recent interventions are of reasonable quality architecturally, but less satisfactory in terms of landscape character (for example recent large residential blocks towards the top of Kidderpore Avenue). Such blocks tend to fill available open areas with built form, but with little emphasis on garden space, so have an urbanising impact, harming the character of the Conservation Area.

Of recent houses, No. 27a Chesterford Garden stands out and contrasts with the character of the area (which includes occasional avant-garde houses).

## Materials, Features and Detailing

Whilst the area is architecturally diverse, there are predominant materials and common architectural features.

Common architectural features and characteristics of the area include:

**Materials:** Among the most prevalent walling materials are red brick, sometimes used together with render or tile hanging. The predominant roofing materials for pitched roof houses is plain clay tiles. Some properties have stone dressings, terracotta detailing or tile hanging. Modern properties often also use brick and render.



No 27a Chesterford Gardens is too new to be of historic interest, but is distinctive and well-executed and of definite architectural interest, enhancing the character and appearance of the Conservation Area.

**Modulation:** Modulation is created in building facades by projection and recession of different sections of walling, open porches or/and bay windows. Some of the larger mansion blocks use cantilevered balconies.

**Windows:** Windows are mainly timber, but there are also metal framed windows in some of the mid-20<sup>th</sup> century properties. Windows are usually in recessed openings. Window proportions tend to reflect pre-Georgian classical influences. The degree of recession of windows is an important part of a building's character and architectural language, so should be respected if windows are replaced. Some windows use stone mullions. Bay windows are a very common feature both of houses and the mansion blocks. Many properties have dormer windows, and a few oriel windows. Modern properties often include larger areas of plate glass, such as in Schreiber.

**Porches:** Many houses and mansion blocks include porches to provide prominence to main entrances. These include recessed, projecting and canopied porches. The open nature of porches is part of the character.

**Gables:** Gables of different scales are used. These vary greatly in design, with many properties having Dutch gables.

**Chimneys:** Most properties have brick chimneys, some elaborate, some simple.

**Ground floors:** Many properties have elevated ground floors, with stepped access, some with basement levels below.



Common architectural devices include varied gable styles, use of bay and dormer window, large chimneys, open porches and combinations of brick, render and tile hanging.

**Boundaries and paths:** Traditional boundary treatments include low brick walls, metal railings and hedges (front and side boundaries). Some boundary walls incorporate lava bricks and flint. Some properties have tiled front paths.

## Public Realm

There are various aspects in the public realm (streets, pavements, public spaces) which contribute to the special interest and character or appearance of the area. These include:

**Pillar Boxes and Lampposts:** Some streets have cast iron pillar boxes. Some historic lampposts survive.

**Street Names:** Several historic tiled street name plates survive.

**Paving Materials:** Various historic surface materials survive, including granite stone setts at the edge of carriageways and red brick paving on many of the pavements. There are granite kerbs and also metal grids.

**Grass Verges:** Many streets have grass verges to the edge of the highway.

**Street Trees:** The Areas avenues of mature street trees are a fundamental part of the verdant character.

**Planted tree wells:** Some residents have planted around tree pits, thereby enhancing the public realm (e.g. Oakhill Avenue, Ferncroft Avenue, Briardale Gardens and Clorane Gardens).



**Metal grids are features that are easily lost, if care is not taken in specifying street works. Postbox on the corner of Oakhill Avenue**

**Heritage streetlights:** Windsor-style lanterns and embellished columns in Croft Way and stirrup lanterns in Bracknell Way.

### 3.6 Harm

The main kinds of harm to the character and appearance of the area are as follows:

**Front Garden Parking:** Traditional front boundary treatments (walls and hedging) have been removed from some properties and front gardens paved with unsympathetic materials to create parking forecourts. The removal of hedging and its replacement with metal gates or raisings creates hard urban frontages, causing considerable harm to the verdant character of the area.

**Loss of rear gardens:** Loss of rear garden space and the open character of rear gardens through rear extensions, swimming pools, lightwells, large outbuildings and excessive hard surfaced areas. The result has involved loss of trees visible through building gaps.

**Loss of Street and Garden Trees:** Some street trees have been removed, leaving gaps in tree lines. The pollarding of street trees, in order to manage their size and impact on properties, results in a less green and leafy character. Garden trees (front yard in particular) have also been lost.



Showing where traditional boundary treatments and landscaping has been removed to create front yard parking

**Tiled paths:** Traditional red or other tiling from front paths and footways have been, and continue to be, lost in some places.

**Poor design:** There are a small number of developments from recent decades which are architecturally mediocre, that present blank and inactive frontages to the street.. In other instances, schemes are architecturally good, but the footprint of buildings and hard surfacing leaves little garden or landscaped space.

**Boundary Treatments:** In addition to loss of front boundaries for parking, other front and side boundaries have had low walls, railings or hedges removed and replaced by higher timber fences or unsympathetic metal railings. Particular harm has been caused by concrete post and timber board fences to street frontages, which are at odds with the character of the area. In some properties, garages with large metal doors have been constructed near to or on the boundary of road frontages.

**Historic street signs:** Some historic street name signs have been removed, with modern signs replacing them.

**Bins:** In some parts of the area, bins are being stored in prominent locations, including on road frontages.

**Pavement Surfaces:** Original paving materials are missing from several streets. In Arkwright Road, there is extensive asphalt patching to surfaces and loss of grass verges. Poor materials, including black-top and ground rubber, are sometimes used for resurfacing.



Street frontage garages create harm to the character and appearance of the street.

**Cement mortar:** Cement mortar appears to have been used in some building refurbishments. This may have implications for the bricks, by locking moisture in, leading to erosion. This should be carefully monitored.

In addition, there are certain factors that harm the amenity of the area. These include:

**Traffic congestion:** At peak times, some roads are very congested, with associated noise and disturbance.

**Air quality:** The air quality is poor, primarily due to traffic generated pollution, which also deposits dirt on historic building materials.

**Public space:** There are no public green space in the area. This makes the contribution of garden spaces all the more important.



Showing where original paving materials have been removed and asphalt patching and loss of grass verges has occurred.

## 3.7 Building Analysis Plan

### Using the Plan

The following plan identifies buildings that are listed (blue). These contribute to the special architectural or historic interest of the area. Buildings that are inconsequential or cause harm to the special interest or character or appearance of the area are indicated (black). The remaining buildings (orange) contribute to the special architectural or historic interest of the area.

It should be noted that some of the buildings identified as positive have aspects that cause harm, as discussed previously (for example, hard-surfaced parking areas and unsympathetic alterations). Some buildings that cause harm may have gardens that have a positive contribution.

The plan is focused on buildings. It should be noted that the special interest, character and appearance of the area is based fundamentally on the associated townscape and verdant landscape characteristics.

Redevelopment of buildings that have a negative contribution would still be harmful if the replacement scheme was of poor quality or led to loss of garden space or failed to complement the verdant characteristics of the area. This is as much about the townscape and landscape characteristics as it is building design.

Some recent developments are architecturally of a reasonable standard, but in their relationship to the plot and landscape character are at odds with the verdant characteristics of the area.

In these instances, they have been identified as being negative elements, notwithstanding their architectural qualities.

This plan should be used within the context of applying the special statutory duty for conservation areas, rather than being used as a simple check-list.

## Positive Buildings

Buildings and groups of buildings that make a positive contribution to the conservation area.

<b>Arkwright Road</b>	13-25 (odd), 27-47 (odd), 12-14 (even), 30-34 (even), 38-48 (even)
<b>Bracknell Gardens</b>	5-31 (odd), 6-26 (even)
<b>Briardale Gardens</b>	1-35 (odd), 2-14 (even)
<b>Chesterford Gardens</b>	2-30 (even), 1-21 (odd)
<b>Clorane Gardens</b>	2-18 (even), 1-9 (odd)
<b>Ferncroft Avenue</b>	1-31 (odd), 37, 43, 2, 4, 10, 16-24 (even), 28, 32-38 (even), 44
<b>Finchley Road</b>	216-226 (even), 230-248 (even), Arkwright Mansions, Leinster Mansions, Langland Mansions
<b>Frogna</b>	Heath Court, 2-8 (even), 2-23 (odd), 14-48 (even), 33-37 (odd)
<b>Frogna Close</b>	3 & 4
<b>Frogna Lane</b>	2-34, 38 (even), 1-3 (odd), 9-17 (odd)
<b>Greenaway Gardens</b>	2-17 (inclusive)
<b>Heath Drive</b>	1-10 (consecutive), 10a, 11, 11a, 12-14 (cons.), 16-20 (cons.), 22, 23, 27-30 (cons.), 35-38 (cons.)
<b>Hollycroft Avenue</b>	1-23 (odd), 27-41 (odd), 51-53 (odd), 2-18 (even), 24-46 (even)



Kidderpore Avenue and Kidderpore Gardens are architecturally diverse. The Northwest end of Kidderpore Avenue includes a group of buildings of exceptional quality.



<b>Kidderpore Avenue</b>	1, 1a, 3-9 (odd), 2-6 (even), 6a, 14, 19-25, King's College – Dining Hall, Dudin Brown building, Chapman Wing, Orchard Wing, Queen Mothers Hall
<b>Kidderpore Gardens</b>	1-21 (odd), 2-18 (even), Old Hall Lodge
<b>Langland Gardens</b>	3-31 (odd), 2-8 (even), 12
<b>Linfield Gardens</b>	1-27 (odd), 6-10 (even), 22
<b>Oakhill Avenue</b>	2a, 4-14 (even, excluding Annex to 10a), 3-11 (odd), 15-19 (odd)
<b>Platt's Lane</b>	3-37 (odd), 43-67 (odd), 14-34 (even), 36-40, 44-56 (even)
<b>Redington Gardens</b>	1-3 (con.), 15
<b>Redington Road</b>	5-95 (odd), 6, 12, 18-28 (even), 42, 46-48 (even), 52, 58b, 60-70 (even)
<b>Rosecroft Avenue</b>	3-7 (odd), 23, 6-16 (even), 22-28 (even)
<b>Templewood Avenue</b>	1, 1a, 3-5 (odd), 7-11 (odd), 19, 2-12 (even), Templewood Gardens
<b>Telegraph Hill</b>	1-5
<b>West Heath Road</b>	11, 17-21 (odd)

### Buildings That Cause Harm

The buildings that cause harm to the conservation area are indicated on the plan on the following page. They are:

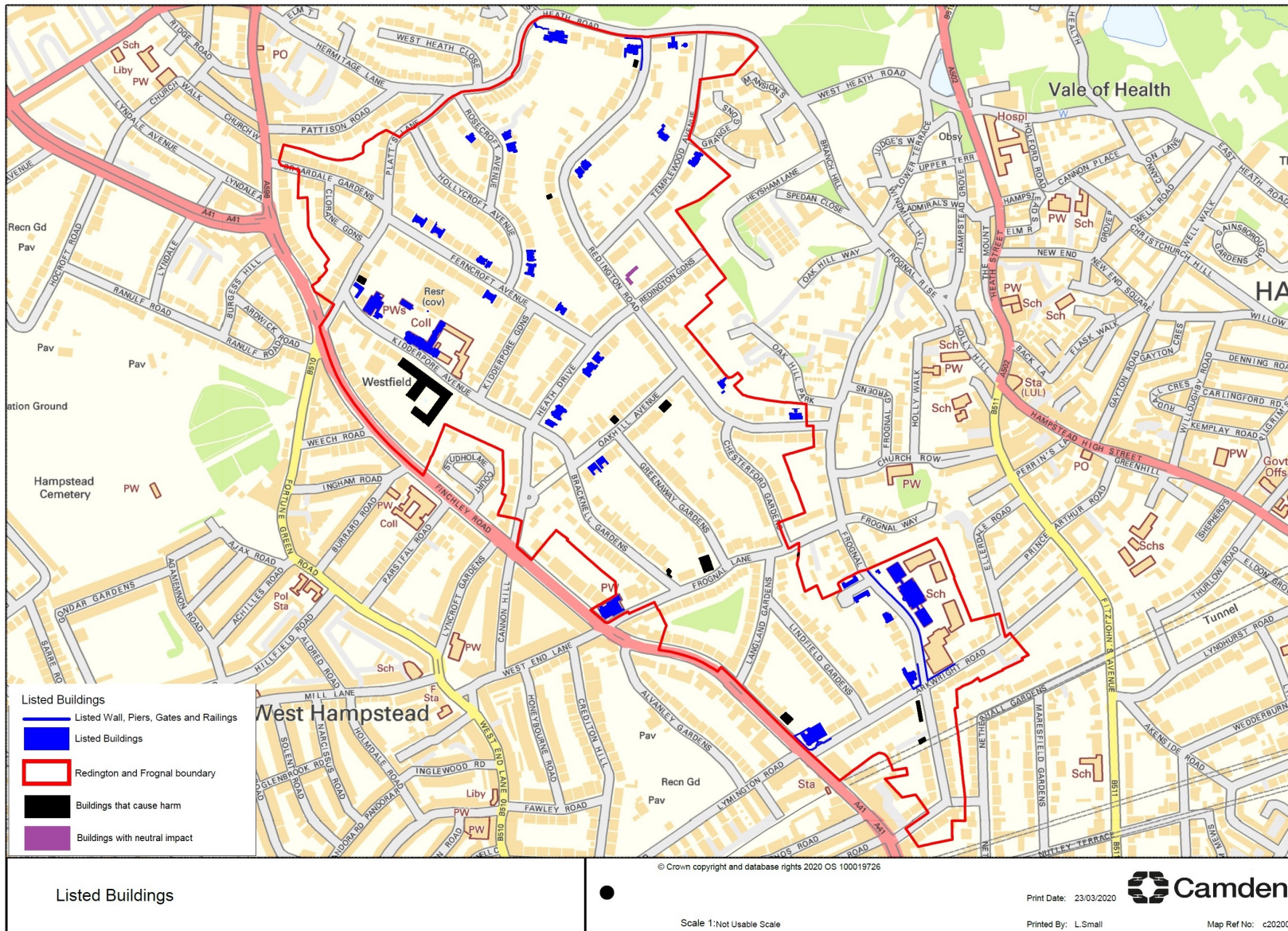
<b>Bracknell Gardens</b>	4 (actually an extension to a cottage)
<b>Finchley Road</b>	Spring Grove care home, 214
<b>Frogna</b>	25d-29a
<b>Frogna Lane</b>	7
<b>Greenaway Gardens</b>	1
<b>Kidderpore Avenue</b>	Mondrian House/Boyd House/Rackham House (1-14), Westfield, (11-17)



Distinctive Dutch gable feature that is exhibited on many Positively contributing buildings in the Area

<b>Oakhill Avenue</b>	1a–1d and Annex to 10a
<b>Platt’s Lane</b>	10
<b>Redington Road</b>	14a, 73c and 99
<b>Rosecroft Avenue</b>	9, 15

Redington/Frogna Conservation Area Character Appraisal & Management Plan



## 4. Character by Street

### 4.1 Arkwright Road

Arkwright Road is a steep, mainly residential road that runs east/west from Ellerdale Road to Finchley Road. Residential properties are generally three-to-four storeys, some with raised ground floors or front light wells and basement storeys. Red and yellow brick are used, some properties with both. The street includes a mix of styles, including Queen Anne and Tudor Gothic, with some mansard roofs and Dutch gables. Boundary treatments include railings, beech hedges and brick walls.

The Camden Arts Centre at the junction with Finchley Road. Is an Arts and Crafts/Tudor style building and includes a crenelated projecting bay window and distinctive banded piers to the front wall.

Holland House (No. 29) has a round turreted tower and stone banding and mullions. No. 28 is an eclectic mix, with corner tower. Towards the junction with Ellerdale Road are properties with more of a Queen Anne character and also flats with a Scandinavian character (New Empiricism), including stained timber-clad ground floors and painted timber boarding to the upper section.

Harm includes a poor-quality rear extension to the property at the junction with Frogna (No. 50 Frogna, though the extension fronts Arkwright Road). Also, some properties have had their front boundaries removed and hard surfaced parking areas installed. There are incongruous extensions, for example to No. 15 and No. 27b, creating harm. Some pavements have blacktop surfaces.



Showing dwellings at the western end of Arkwright Road and the Grade II Listed Camden Arts Centre at the corner of Arkwright and Finchley Roads.

**Listed Buildings:**

Camden Arts Centre and attached piers, wall  
1244685, Grade II

No. 28 and boundary walls and piers  
1244684, Grade II

## 4.2 Bracknell Gardens

Bracknell Gardens features two architectural themes, the lower southern section is characterised by groups of semi-detached two and three story Edwardian style houses. Some have raised ground floors and basement storeys. Properties are of red brick, some with render or tile hanging. There are a variety of gables, bay window and dormer window types. The northern end has larger neo-Georgian houses

Bracknell Gate is a group of four-storey mansion blocks, of brown brick with mansard roofs and dormers, and rendered projecting bays to lower floors. Metal frame windows survive (with frontage also to Frogna Lane).

Harm includes unsympathetic garages fronting the road.

## 4.3 Briardale Gardens

Briardale Gardens has properties of modest domestic scale, comprising three story (or two storey with an attic or dormer level)



**Bracknell Gardens Mansion Block in Bracknell Gardens (with frontage also to Frogna Lane). This has mansard roofs and bay and dormer windows, in common with older properties, but with horizontal emphasis window panes. Note also the stepped door surround.**

mainly Arts and Crafts style semi-detached properties, though closely-spaced. These are set back behind small front gardens. Properties are of brick and tile construction, with some render and tile hanging. There are a variety of bay and dormer window styles and prominent gables and open porches. The majority of the turn-of-the-century houses on Briardale Gardens appear to have been designed by architect Charles Quennell using two designs arranged alternatively to give both a degree of uniformity and variation to the streetscape.

Street trees, garden trees and hedges are important characteristics.

Harm includes loss of front gardens for hard-surfaced parking and also use of timber board fences to some frontages.

#### 4.4 Chesterford Gardens

Chesterford Gardens is an Avenue with well-spaced, pollarded trees and mature garden trees. Properties are predominantly three-to-four stories, closely-spaced semi-detached blocks, in red brick, some with render. There is a clear group value to some properties. Characteristics differ, but include recessed porches, terracotta detailing, cantilevered balconies with railings, and combinations of gables, dormer and bay windows. Properties are set back behind front courts or gardens and many have raised ground floors and basement storeys. Front boundaries include red brick low walls, hedges and volcanic rock walls.

No.27a is a singular contemporary intervention, with barrel vaulted roof, semi-circular gable with offset oculus, and visible internal spiral staircase. Whilst the house is too recent to be of historic



**Chesterford Gardens. Note the front gardens, low brick walls and hedges, street trees, red brick housing and use of bay and dormer windows.**

interest, it is very distinctive and well-executed, so undoubtedly of architectural interest.

Harm includes loss of garden space to hard surfaced parking or garage space.

## 4.5 Clorane Gardens

Clorane Gardens is a short road with street trees (pollarded), rhythmically placed. Properties are mainly two-to-three storey brick and tile Arts and Crafts style semi-detached houses, with some rendering and a range of gable and roof styles. These are set-back behind small front gardens.

No 2a includes a double roller shutter door at ground floor level and other properties include wide vehicular entrances and gates and hard surface areas, all detracting from the character. Other harm includes use of close boarded timber fencing to the road frontage.

## 4.6 Ferncroft Avenue

Ferncroft Avenue is a straight road, with mainly three and four storey semi-detached properties and detached villas. Mature London Plane street and garden trees are an important part of the character.

Properties have combinations of red brick, plain tile, render, tile hanging, and timber windows, some with small panes. There is considerable variation in properties, including Dutch gables, bay and



**Ferncroft Avenue has a variety of property styles and materials, but with similar scale and degree of set-back from the road, with front walls and hedges.**

dormer windows, open porches, and brick quoins. Front boundaries to residential properties include red brick, hedges and volcanic rock walls.

To the rear of properties on the south side of Ferncroft Avenue is an open area comprising West Heath Lawn Tennis Club and the concrete top of Kidderpore Reservoir. This is the only significant open area in the Conservation Area, so important not just to character, but also amenity.

Kidderpore Reservoir is a Victorian covered reservoir, dating from 1867 (so preceding much of the surrounding development). The underlying structure is of yellow hard engineering brick and comprises nine parallel rows of brick piers with stepped bases, spanned by parallel rows of shallow cambered arches. The structure is of technological interest as an example of Victorian engineering and contributes to the special architectural or historic interest of the Conservation Area.

Some harm is caused by replacement timber fences to site frontages and loss of front boundaries and front gardens to hard surfaced parking areas.

**Listed Buildings:**

Nos. 6 and 8  
1078342, Grade II

Nos. 12 And 14  
1078343, Grade II

Nos. 26 And 26A  
1078344, Grade II



Properties in Ferncroft Avenue, including the Grade II Listed No. 26 and 26A (below)



Nos. 33 And 35  
1078345, Grade II

Nos. 40 And 42  
1078346, Grade II

## 4.7 Finchley Road

Sections of Finchley Road are in the Conservation Area. South-east of the junction with Frogna is a large red brick mansion block with painted stone dressings (Arkwright Mansions), which includes an Ionic order to the ground floor and projecting balconies to upper floors. There are also mansion blocks at the junctions with Langland Gardens and Heath Drive, in varying styles, but with octagonal corner towers.

Camden Arts Centre (see Arkwright Road) has an extensive frontage to Finchley Road, including attractive garden space. Above the Arts Centre and further north-west are red brick properties of four-to-six storeys, with raised ground floors, terracotta detailing, Dutch gables and painted stone dressings.

At the junction with Frogna Lane is St. Andrews Church, in a gothic style, with copper spire.

More recent development includes apartments on the corner of Platts Lane, which reflect the scale and materials of older blocks and includes a hedged boundary treatment. A residential development adjacent to St Andrew's Church is interesting architecturally, but presents a service frontage to Finchley Road at



**Arkwright Mansions at the corner of Arkwright and Finchley Roads  
(opposite to the Camden Arts Centre)**

ground floor level with tokenistic landscaping, harming both character and amenity.

A residential block at the junction with Heath Drive is an imitation of older properties. Architecturally, this preserves the character of the conservation area. However, if such imitation were to become widespread, it would have implications for the authenticity and integrity of the conservation area, potentially watering down the special architectural or historic interest. The scheme includes parking to the frontage, causing harm to character.

Harm includes Spring Grove, which is a crude parody of older buildings, with poor detailing. The pavement includes numerous mismatching concrete slabs. Standard shop fronts fail to respond to the character of the area.

**Listed Buildings:**

Presbyterian Church of St. Andrew  
1078347, Grade II



**Finchley Road. Although the scale and relationship to the road reflect the wider townscape, the generic design and poor detailing and finishes cause harm to the character and appearance of the Conservation Area.**

## 4.8 Frogna

The southern part of Frogna is within the Conservation Area. Housing is large-scale, of around four storeys (some properties subdivided) and includes variations on Queen Anne or freestyle. Many properties are red brick with terracotta heraldic reliefs (royalty, facial, basal) and have prominent gables and some tile hanging. There are white timber frame windows, some with round or cambered heads or ocular windows, and some with small panes. Other features on some properties include stone dressings, painted

bay windows, and open porches with a distinctive double volute and sphere pediment feature. There is a clear group value to many of the properties. No. 39 is by Richard Norman Shaw. Several properties have mature trees in front gardens.

Frogna also includes the University Collage School. The original building demonstrates Edwardian Baroque/Rococo influences, with broken pediments, distinctive ocular windows and strong horizontal stone and terracotta banded pilasters. The extension is in a simple modern style, with brise-soleil detailing.

Harm includes loss of some front gardens hard-surfaced parking, and also storage of bins and oversized dormers (No. 42). The two storey yellow brick houses with pan-tile roofs detract from the character and appearance of the area.

**Listed Buildings:**

No.28 and attached boundary walls and piers  
List ref: 1244684; Grade: II

Nos. 39 and 39A  
List Ref: 1113057; Grade: II

Gates and Railings to University College School  
List Ref: 1113086; Grade: II

University College School  
List Ref: 1113085; Grade: II

University College School Porters Lodge  
List Ref: 1113061; Grade: II



**Grade II Listed University College School at the north of Frogna marks the boundary of the Area. Dwellings at the southern end of the road at the corner of Frogna and Netherhall Way.**

## 4.9 Frogna Close

Frogna Close is a short cul-de-sac of six semi-detached properties designed by Ernest L. Freud in 1937 that are notable early examples for the UK of houses influenced by European Modernism.

The buildings are flat-roofed, of yellow brick construction, have simple porches with vertical supports, and some have original metal windows.

The houses are set back behind low walls, hedges and small front gardens, complementing the suburbs verdant character.

### Listed Buildings:

Nos. 1 and 2 including walls to street  
1113087, Grade II

Nos. 5 and 6 including walls to side and front  
1113088, Grade II

## 4.10 Frogna Lane

The western end of Frogna Lane is in the Conservation Area. Between St Andrew's Church and the junction with Bracknell Gate is a group of four storey mansion blocks, elevated above road level behind a containing wall. These are brown brick with mansard roofs and dormers, and rendered projecting bays to lower floors. Metal frame windows survive. Other properties in Frogna Lane are three-to-four storey housing, of red brick, with plain tiles. Many properties have group value based on similar characteristics,



Properties in Frogna Lane have group value with their Dutch Gables and arched window heads. Note the harm caused by the loss of front boundary and garden to create hard surfaced front parking court.

including bay windows, Dutch gables, stone dressings, projecting canopies above front doors.

Front boundaries to residential properties include red brick walls, hedges and volcanic rock walls. Historic railings line part of the pavement edge. Streets and garden trees are an important characteristic.

Harm includes removal or some front boundaries and hard surfacing of front gardens to create parking spaces. The large property to the north west of the junction with Bracknell Gardens reflects local character in terms of materials, but causes harm in its undistinguished and generic design and crude detailing. The row of garages to the south side and west end of Frogna Lane are of poor townscape quality.

The eastern end of Frogna Lane lies within the Hampstead Conservation Area.

## 4.11 Greenaway Gardens

Greenaway Gardens is a gently curving road, with a wider than average carriageway. It has red brick paving and some mature garden trees. The north end of the road has street trees. Houses have a clear Queen Anne character and are mainly of three storeys of red or brown brick, some with brick quoins and prominent chimneys.

Harm includes loss of boundary walls or hedges and front gardens to create hard-surfaced parking spaces.



**Greenaway Gardens. The street and garden trees and hedges are an important part of the character.**

## 4.12 Heath Drive

Heath Drive is characterised by predominantly three storey semi-detached houses with timber frame windows and with variations on brick, tile, render and tile hanging construction. There is an eclectic range of other stylistic features, including classical and other porches, tall chimneys, gables, brick quoins, bay, oriel and dormer windows.

Street and garden trees and hedges are an important part of the character.

Harm includes use of timber fencing to front boundaries.

### Listed Buildings:

No. 24  
1378821, Grade II

Nos. 25 And 26  
1378822, Grade II

Nos. 31 And 32  
1378823, Grade II

No. 33  
1378824, Grade II



Grade II Listed Nos. 25 and 26 Heath Drive

## 4.13 Hollycroft Avenue

Hollycroft Avenue is a curving road that rises from both ends towards a peak and is lined with irregularly spaced trees of varied type and age. Houses are three-to-four storeys, some with raised ground floors and basement levels. They are red brick, some with render or terracotta detailing and brick quoins. All have Queen Anne characteristics, but with varying design features. Some properties have classical details, such as columned porches. There are varied gable styles, including Dutch gables and use of pargeting. Some windows include the Ipswich motif. Some properties have very individualistic features, such as a turreted tower.

### Listed Buildings:

Nos. 43, 43A and 45  
1379121, Grade II

Nos. 47 and 49  
1379122, Grade II



Red brick properties in Hollycroft Avenue, with prominent gables. Also showing red brick pavement.

## 4.14 Kidderpore Avenue

Kidderpore Avenue is arguably the most architecturally interesting in the Conservation Area. Mature street trees and trees in rear courtyard spaces are an important part of the character of the road.

The lower section of the road includes a range of properties of two-to-four storeys of red brick and plain tile construction, with some render and small pane timber framed windows. Properties tend to

be individually designed, with an Arts and Crafts character and numerous features such as gables, dormers, porches, tile hanging, tall chimneys, and angled corners.

The upper part of Kidderpore Avenue is characterised by larger blocks, in both residential and institutional uses. Kings College (now residential) is a complex of listed buildings in red brick, stone and render demonstrating Classical, Queen Anne and other elements, including an Ionic portico. The arrangement of buildings creates enclosed courtyards within the complex. A recent extension to the lower end of the campus is similarly planned to create an enclosed space, adding to the architectural diversity of the complex and area. A similar block has been constructed to the upper end of the complex, though with a less satisfactory relationship to the road, due to the wide vehicular entrance.

The top of Kidderpore Avenue includes a row of buildings of exceptional quality, including the Gothic Revival Church of St Luke, St Luke's Vicarage and the side of Annesley Lodge, an Arts and Crafts house by Voysey (see Platt's Lane).

Opposite to the church, a recently constructed complex of apartments to the south east side of Kidderpore Avenue is reasonable architecturally. However, landscaping is more tokenistic, reflecting little of the more informal verdant character of the area.

Refurbished houses at 17a to 25 Kidderpore Avenue have rear extensions added, leaving little garden space.

Westfield harms the character of the road. It draws on Post-Modern and historic influences, but with very crude detailing and



Showing the dwellings along Kidderpore Gardens from the junction with Kidderpore Avenue



finishes. Harm is also caused by replacement timber fences to site frontages.

**Listed Buildings:**

Church of St Luke  
1379248, Grade II\*

No. 12 St Luke's Church Vicarage  
1379247, Grade II

College Chapel, Kings College  
1379249, Grade II

Kidderpore Hall, Kings College  
1379250, Grade II

The Summerhouse, Kings College  
1379253, Grade II

The Maynard Wing, Kings College  
1379251, Grade II

The Skeel Library, Kings College  
1379252, Grade II

**Locally Listed Buildings:**

Kings College Hampstead Campus  
Ref: 226



Grade II Listed Kidderpore Hall and the Skeel Library, King's College

## 4.15 Kidderpore Gardens

Kidderpore Gardens has a range of two-to-three storey, mainly semi-detached properties. Some properties have common styles, giving group value. Dwellings have a diverse range of architectural features, including Dutch gables, part rendered exteriors, stone mullioned windows, black and white timber framing effects, and covered or recessed porches. Front boundaries include hedges and low boundary walls. Young street trees and some garden trees add to the green character.

Harm has been caused in places where front boundary walls or hedges have been replaced by timber fencing.

## 4.16 Langland Gardens

Towards the top of Langland Gardens, Lindfield House has a more formal and symmetrical character, with brick quoins. Two five storey mansion blocks (Leinster Mansions and Langland Mansions) frame the Finchley Road junction, both with corner tower features. Most of the other properties are four-to-five storey houses of red brick, with raised ground floors, basements and roof dormer levels. These are set back behind small front gardens. The houses have a clear group value based on common characteristics such as Dutch Gables, open porches (projecting or recessed), bay and dormer windows, stone dressings, and stepped entrances. Staffordshire blue brick and ceramic tiles decorate the house at the corner with Froggnal Lane. Some tiled paths survive.



Dutch gables in Kidderpore Gardens.

Boundary treatments include brick walls, railings and hedges. Mature trees are in a property at the corner with Lichfield Gardens, with smaller trees in some other gardens.

The triangular enclosed open space known as Frogna Lane Gardens that is located centrally between Frogna Lane, Langland Gardens and Finchley Road is identified in the UPD as a Private Open Space designated a local Site of Nature Conservation Importance by the London Ecology Unit.

There are views down the road looking south towards Trellick Tower

Harm includes use of timer fencing for street boundaries and front yard paving.

## 4.17 Lindfield Gardens

Lindfield Gardens is a mainly straight road that links Arkwright Road to Langland Gardens. The row of dwellings on the western from No. 1 upwards have group value, with common characteristics including large gables with tile hanging. Other properties in the road are a combination of mansion blocks and dwellings, mostly characterised by individual designs in a range of styles, with classical, Modern and freestyle elements. Garden trees add to the character.

Of more recent additions, No. 14 is probably the best, though harmed by the roller shutter door and unsympathetic surface material of the carpark entrance.



View looking south down Lindfield Gardens towards Trellick Tower, showing dwellings with Dutch gables

Harm includes loss of front garden space to hard surfaced forecourt parking areas, some with very poor surfacing materials, and unsympathetic alterations

## 4.18 Oakhill Avenue

Oakhill Avenue is lined with mature Oak street trees and the grass verges have been inset with red brick. The street contains detached and semi-detached houses of 3-4 storeys. Some have raised ground floors and basement storeys. Properties mainly of red brick, some with render or tile hanging upper storeys and brick quoins.

More recent additions on both sides towards the top of the road are unremarkable, and cause harm through the unsympathetic hard-surfaced access/parking areas. Other harm includes use of metal gates and railings.

### Listed Buildings:

Nos. 21 and 23  
1322078, Grade II

Nos. 25 and 27  
1322079, Grade II

## 4.19 Platt's Lane

The southern side of Platt's Lane defines the northern edge of the Conservation Area, and includes properties on the west side from



Housing in Oakhill Avenue. The properties include a range of materials, including red brick, tile hanging and render. Trees and hedges are a key part of the character.

number 67a. Telegraph Hill is a short road, off Platt's Lane to the north.

Platt's Lane has properties with a more domestic scale, comprising of semi-detached and terraced properties predominantly of three storeys, set back behind small front gardens or yards. Properties are of brick and tile construction, also with render (mainly to upper floors). There are a variety of bay and dormer windows, many with small panes. Gables and porches are also common features for many properties.

Both street and garden trees make a key contribution to the character or appearance of the conservation area.

Annesley Lodge at No. 8 is an Arts and Crafts house of exceptional quality by Voysey.

The Locally Listed West Heath Lawn Tennis Club on Croftway backs onto Platt's Lane.

Residential development at the junction with Finchley Road, is a reasonable addition. Behind this, at the junction with Kidderpore Avenue is a recent house, influenced by the International Style. Whilst this has some architectural merit, there is no set-back from the road, mainly inactive frontages and no landscape or garden strip. For these reasons, the development harms the character or appearance of the conservation area. This is due to failure to complement the verdant landscape character, rather than the modern and contrasting style.

Other harm includes the loss of front gardens and front boundaries and creation of hard surfaced parking courts. High timber fencing



Annesley Lodge at the corner of Platt's Lane and Kidderpore Avenue, designed by Voysey.

to some front boundaries also causes harm. Black-top has been used for some pavements.

**Listed Buildings:**

Annesley Lodge  
1139064, Grade: II\*

**Locally Listed Buildings:**

West Heath Lawn Tennis Club, Croftway  
Ref 235

Public Bench - outside 8 Platts Lane (on Kidderpore avenue)  
Ref 372

## 4.20 Redington Gardens

Redington gardens is a rising cul-de-sac with Queen Anne style houses. The bottom part of the road includes a row of terraced almshouses, behind raised gardens. Of less interest is No. 7, a two-storey house with green roof and a more Scandinavian character. At the junction with Templewood Gardens is an unusual later 20<sup>th</sup> century four-storey block with tile hanging and stepped form.

*NOTE: Grade II Listed Oak Tree House accessed from Redington Gardens, is outside of the conservation area boundary.*



**New development on Redington Gardens. Lack of front yard planting with fully paved parking courts.**

## 4.21 Redington Road

Redington Road is a kilometre long curving road. The south part has closely spaced red brick semi-detached houses, mainly of three storeys in Queen Anne style, with a variety of bay, dormer and other window types. Some have Dutch gables. The southern end of the road includes some of the earliest houses in the area, including Nos. 2 and 4 (designed by Philip Webb) and No.6.

There are also individually designed houses including simpler domestic styles. A few houses are in yellow or brown brick or with tile hanging. Some recent housing in Modern styles demonstrates a good standard, including 14a and 38.

To the north part of the road tends more to be large detached properties of 3-4 storeys. Materials are predominantly red-brick, terracotta and render. These have a range of bay and dormer window and gable types, some with brick quoins.

Boundary treatments include hedges and brick walls. Street and garden trees create a green character.

Harm includes unsympathetic garages, loss of front gardens to hard surfaced parking areas, and use of metal gates and railings. No. 99 is an unexceptional, generic design.

### Listed Buildings:

Nos. 2 and 4  
1245497, Grade: II\*

One Oak



Post Box and Queen Anne Revival properties in Redington Road, including small paned white framed timber windows in various styles and distinctive brick quoins. The over-wide vehicular entrance and hard surfaced frontage cause harm.

1130370, Grade: II

No. 54

1130371, Grade: II

No. 56

1130372, Grade: II

**Locally Listed Buildings:**

50 Redington Road (GRANTED DEMOLITION AT APPEAL)

Ref 28

## 4.22 Rosecroft Avenue

Rosecroft Avenue is a curving road with mature street trees. The properties have common characteristics with those in Ferncroft and Hollycroft Avenues. Features include use of the Ipswich motif, pargeted gables and classical detailing to some porches.

No.4 includes very unusual front extensions which are incongruous, though with high quality materials. This is a curiosity, but certainly not a precedent for extending other properties.

No. 17's engraved murals are a highlight. Nos. 19-21 are flat roofed, with simplified reference to the classical porches of older properties.

Harm includes loss of garden space to hard surfaced parking areas and garage accesses, with unsympathetic surface materials.



Property in Rosecroft Avenue with bay and dormer windows and open porch. Mature street trees are part of the character.



**Listed Buildings:**

No. 17;  
1330373, Grade II

No. 18;  
1330374, Grade II

No. 20;  
1330377, Grade II

## 4.23 Templewood Avenue

Templewood Avenue is a broad avenue with red bricked pavements line with street trees. Trees and hedges in private gardens create a green and leafy character, screening some houses.

Houses are large and detached, with common architectural characteristics giving a strong group value. The houses are neo-Georgian style, in red brick, with prominent decorated chimneys, brick quoins, and projecting open porches, some with classical orders. Boundaries are brick walls and hedges.

The character changes further north on Templewood Avenue to more varied, with some individually designed properties. Stone walls to road frontages on both sides are a unifying characteristic.

No 17. Is more recent, in a Modern style at lower levels, but topped with a variation on a mansard roof. No 33 is a late 20<sup>th</sup> century Post Modern building complex, of larger scale. These more recent



**Grade II Listed No. 15. Showing the neo-Georgian style dwellings with prominent chimneys and red bricked pavements also evident**

buildings do not add to the special interest of the area, but do not cause harm to the character or appearance.

**Listed Buildings:**

No.14  
1378974, Grade II

No. 15  
1378975, Grade II

## 4.24 Templewood Gardens

Templewood Gardens is a short road, flanked by fences and garden space to the south-west side and two large properties to the north-east side. The properties are both red brick, Queen Anne style.

Harm is caused by parking areas in front of both properties and an unsympathetic veranda structure to No. 1.

## 4.25 West Heath Road

A section of the southern side of West Heath Road from Templewood Avenue to the eastern end of Platt's Lane forms the northern-most boundary of the Conservation Area, overlooking Hampstead Heath (which is outside the Conservation Area).

The road includes a row of very distinctive buildings. Schreiber House, a house designed by James Gowan, is a distinctive building of blue engineering brick with vertical strip. Number 11 is a Tudor

Gothic composition with prominent double entrance and mullioned windows. No. 13 includes brick and terracotta porch, with classical order, with elaborate Dutch gables and corner tower. Burleigh House (No. 19) and St Vedast's School both Tudor Gothic.

No. 15 is a Post-Modern response to its neighbours.

Harm includes loss of trees and use of black-top on parts of the pavement.

**Listed Buildings:**

St Vedast's School for Boys, Sarum Chase  
1379182, Grade II

Gates, Railings and Wall to the Grounds of St Vedast's School,  
Sarum Chase  
1379183, Grade II

Nos.13, 13B and 13C Lipa1379180, Grade II

Boundary walls and piers to Lipa, Nos. 13, 13B and 13C  
1379181, Grade II

No. 9 Schreiber House and attached swimming pool  
1379179, Grade II.



Schreiber House (left) is a distinctive example of post-war Modernism (listed Grade II).

## 5. Management Plan

### 5.1 Conservation Strategy

**Conservation and Change:** The Conservation Area will continue to change and adapt. Rapid change in the late 19<sup>th</sup> and early 20<sup>th</sup> century, together with continuing change and development over the 20<sup>th</sup> century, created the diverse character of the area. Good conservation is not about preventing change, but ensuring that change preserves or enhances the character or appearance of the area and does not cause harm.

The key principle is to preserve or enhance the buildings, townscape, landscapes, public realm and other characteristics that contribute to the special architectural or historic interest of the area, whilst also ensuring that new interventions are of high quality and appropriate to their context. This is not about imitation or suppression of creativity, but about understanding and complementing the essential townscape and landscape character. One of the key challenges is in reconciling property owners' wishes for additional parking with preservation of character (see Design and Development Guidance in Chapter 6).

**Information and Guidance:** There needs to be easy access to information and guidance relating to the conservation area and conservation in general (see 5.2).

**Enhancement:** The character and appearance of the Conservation Area may be enhanced through public realm works or through working with owners to reverse harmful alterations and to promote good design (see 5.3).

**Protection:** The level of protection for the area requires review to ensure that it provides the protection necessary to protect it for future generations (see 5.4).

**Sustainability and Climate Change:** A key challenge is in ensuring that the area retains its positive characteristics in addressing climate change, whilst also ensuring that development is sustainable (see 5.4).

## 5.2 Information and Guidance

### Web-Based Records

The local authority web site will be reviewed and updated regularly, to ensure that there is easy access to historic environment records, including both locally and nationally maintained records. This will include links to downloads (such as conservation area documents) and to external sites (such as the National Heritage List for England).

### Guidance

Guidance for owners will be reviewed and updated or expanded as necessary. This may include guidance on hard surfaced parking areas to dwelling frontages, with an emphasis on surface materials and landscape design.

## Awareness

The Council will promote awareness of the social and economic benefits of good design and conservation, and the potential for addressing climate change.

The Council will take steps to ensure that owners and occupiers of land and property in the conservation area are aware of the nature of heritage protection. This will help in avoiding unauthorised works.

The Council will promote awareness of need to use skilled designers and builders when undertaking works within the Conservation Area.

## 5.3 Enhancement

### Public Realm

The Council will look for opportunities to enhance the character or appearance of the area through public realm works, including:

- Reinstatement of street trees, where missing;
- Improving pavement surfaces, using traditional materials, appropriate to the area;
- Looking for opportunities to improve and rationalise lighting, signage and other street furniture to reduce street clutter.
- Preserving historic street signs and reinstating them where they have been removed.



**Pedestrian paths are a characteristic of the area. There are various opportunities to enhance the public realm by improving ground surface paving, preferably using natural materials or reinstating historic surface treatments.**

## Reversal of Harm

The Council will work with owners of land or buildings that detract from the character, appearance or special interest of the Conservation Area, to encourage high-quality redevelopment.

The Council encourages and supports the reversal of past harmful alterations to buildings and reinstatement of original features.

## Traffic Management and Air Quality

The Council will look for opportunities to support and encourage home-working and to improve public transport and enable cycling and walking, all as means to reducing car journeys and improving air quality. The working practices developed in response to COVID-19 may result in longer-term changes in work practices, for example though greater use of on-line meetings.

## 5.4 Protection

### Special Duties (Development Management)

In determining planning applications for development involving or affecting conservation areas and listed buildings, special statutory duties apply to the local planning authority. These are:

**Section 16 (2)** *'In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability*

*of preserving the building or its setting or any features of special architectural or historic interest which it possesses’.*

**Section 66 (1)** *‘In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or of any features of special architectural or historic interest which it possesses’.*

**Section 72 (1)** *‘In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area’.*

To ensure compliance with the special statutory duties, the Council will:

- maintain in-house expertise in conservation, including theory, practice, law, technical matters, design, analysis and other relevant matters;
- Provide regular training for development management staff, elected members and others involved in the decision-making process, to ensure a consistent level of awareness of heritage protection legislation, policy and good practices.

## Trees

Works to a trees within the Conservation Area require notification to the local planning authority, which has six weeks to respond.



Many of the trees also have Tree Preservation Orders (TPOs), which requires consent for works to trees.

## **Permitted Development**

There is some evidence of incremental harm to the conservation area, as set out earlier. In particular, installation of front parking courts, often with poor surfacing and landscaping, is harming the character, appearance and amenity value of the area. Garden buildings have also led to loss of open garden space.

Window and door replacements, whilst a common problem in many conservation areas, are not particularly a problem in the Redington/Froggnal Conservation Area.

The Council will consider the issue of incremental harm, together with wider planning factors, resources and priorities, to determine whether an Article 4 Direction is desirable.

The Council will also consider other means to discourage harmful alterations, including provision of information (see 5.2).

Camden recently introduced a ban on estate agent boards in all of its conservation areas.

## **Conservation Area Boundary**

There is a statutory duty to review conservation area boundaries from time-to-time. Such reviews have been undertaken previously. In addition, the Redington/Froggnal Conservation Area is flanked by other conservation areas.

The statutory duty to review conservation area boundaries has been considered in preparing this document. Possible revisions to the boundary include:

- Possible extensions to create a more rational boundary in Finchley Road although most of these buildings are of a different character with retails at ground floor level and do not exhibit the same verdant residential characteristics as the rest of the Conservation Area;
- Inclusion of Oak Tree House in Redington Gardens within the Redington/Frogna Conservation Area boundary.

## Enforcement

Unauthorised works can occur from time-to time. Camden Council's preferred approach is to minimise breaches of planning control by ensuring that owners and occupiers of land and property are aware of the nature of planning controls to protect heritage (see 5.2).

Where a breach of planning controls causes harm to the character or appearance of a conservation area, Camden's usual approach would be to contact owners and seek a solution and timetable for remedial works through negotiation and agreement.

As a last resort, Camden Council will take planning enforcement action, where necessary. Whilst this is a last resort, willingness to take enforcement action is an essential part of protecting the character or appearance of the area.

In rare cases of neglect and deterioration of historic buildings, the preferred approach would be similar. Where there are issues of vacancy and deterioration, owners will be approached to discuss

possible solutions. Where there is a risk of loss of a building in the conservation area, Urgent Works or Repairs Notices and/or compulsory purchase will be considered. These would require approval from Government where they relate to unlisted buildings in the conservation area. In the case of compulsory purchase, the Council would normally work with potential development partners, so that the asset can be passed on.

## 5.5 Sustainability and Climate Change

Application of heritage protection against the wider context of national policy requires careful consideration of sustainability, with social, economic and environmental dimensions.

The Conservation Area has multiple values in terms of sustainability and these include:

- The landscape structure, based around extensive gardens and trees, is an important part of the character of the area, but also has value in terms of amenity, air quality, and carbon reduction;
- The landscape structure, including the amalgams of rear gardens and trees, contributes to biodiversity, provides wildlife habitats and helps manage surface water run off;
- The area is permeable for pedestrians, with good connectivity to surrounding areas and public transport;
- Whilst the area is predominantly residential, there is a range of community facilities and some employment within walking distance;
- The area offers an attractive and safe environment for walking, with associated health benefits;

- The mansion blocks usually require less heating, due to their dense urban form, with surrounding flats or apartments providing insulation and shared heat.
- The built form, based on traditional materials, represents a substantial investment of natural resources and carbon and now provides durable structures for the future, with reduced demand for large-scale replacement of fabric.

Conservation of the historic environment therefore has the effect of protecting the area's sustainability characteristics. In considering planning applications, it is clearly appropriate to consider whether the development makes the area more or less sustainable (see 6.6).

## 6. Development Principles

### 6.1 Landscape Character

- a) Development should complement its surroundings in terms of landscape character, in particular the pattern and size of front and rear gardens, hedges and trees.
- b) Development, including garden buildings, should not encroach significantly onto existing rear garden areas or harm the landscape character created by the amalgam of rear gardens. This is especially important for gardens adjacent to street frontages.
- c) Loss of garden trees and hedges should be avoided, and all trees which contribute to the character of the Area should be retained and protected. Where removal of a tree is unavoidable, there should be a replacement tree of similar species in close proximity.
- d) For new development, discreet and screened storage space for refuse and recycling bins and secure storage for cycles should be provided, away from front boundaries, as an integral part of the design and layout.
- e) Landscaping design is a crucial part of complementing the character of the area. It is useful to consider three levels of planting: ground cover (low), mid-height planting (larger plants) and high (specimen planting/trees). Use of locally established species for planting is encouraged. For hedges,



**This large-scale development off Kidderpore Avenue introduces a more urban character and makes little concession to the verdant landscaped character of the Conservation Area. Architecturally, it represents a good standard, but the urban form and extensive hard surfaced areas are harmful.**

this would include wild privet, yew, holly, or Buxus. Native climbers would include ivy and honey-suckle.

## 6.2 Townscape Character

- f) Newbuild development should complement the townscape character of the surrounding area in terms of height, scale, massing, gaps between buildings and degree of setback from the road.
- g) Where the height of historic development is varied, newbuild development should usually complement the predominant height in the area.
- h) When developing adjacent to taller structures, particular care is required to avoid an over-bearing impact by adding a further tall structure.
- i) Gaps between buildings should be retained and sufficient to allow views and glimpses to trees and garden areas to the rear, in addition to allowing access for maintenance.
- j) Demolition of buildings that contribute to the special architectural or historic interest of the area will be resisted. Where a building forms part of a wider grouping with similar architectural characteristics, demolition and redevelopment would be particularly harmful to character appearance of the area.

## 6.3 Building Design

- k) New development should be seen as an opportunity to enhance the Conservation Area. This guidance does not promote stylistic imitation and recognises the well-established conservation principle that buildings should be 'of their age', including design for superior environmental performance (as a response to climate change).
- l) In addition to complementing the townscape and landscape characteristics of the area, new development may respond to the area's character through the creative adaptation of recurring architectural features, including modulation of elevations, use of bay or oriel windows, open porches, gables or dormers.
- m) Materials should be durable, with a high standard of finish and constructional detail. Use of local, traditional materials is encouraged, including brick and tile with timber windows and detailing. Imitation materials, such as plastic for detailing where traditionally timber would be used, should be avoided. Use of materials with low embodied energy or recycled materials is also encouraged.
- n) Exceptional, innovative and creative design solutions will be supported, where they complement the townscape and landscape character of the area.



**This development in Kidderpore Avenue and Platt's Lane represents a good standard of design architecturally, drawing on the local tradition of Modern houses. The retention of trees is also a good feature. However, the placing of the rear garden next to the road, necessitating a high timber fence, and building frontages directly to the rear of the pavement are at odds with the urban grain and verdant character of the area.**

## 6.4 Alterations, Extensions and Infill

- o) Every proposal for modifications to a dwelling in the Conservation Area will be reviewed on a case-by-case basis, with regard for the design of the building, the adjoining properties and streetscape.
- p) In all cases, existing/original architectural features and detailing characteristics of the Conservation Area should be retained and kept in good repair, and only be replaced when there is no alternative, or to enhance the appearance of the building through the restoration of missing features.
- q) Extensions to existing buildings should be subservient in height, scale, massing and set-back. Extensions should complement and be unobtrusive to the existing landscape and townscape character of the Area. In most cases extensions should be no more than one story in height.
- r) Alterations and extensions will not be acceptable where they will spoil the uniform elevations of a terrace or group of buildings. Side extensions/infills will be resisted where an important gap/view is compromised and the symmetry and composition of a building is impaired.
- s) Modifications should draw on materials and general characteristics of existing buildings, including roof forms. Dormers and roof lights should be on rear roof slopes and not front roof frontages with limited/no visibility from the public realm.



- t) Alterations and extensions to buildings should minimise impacts on historic fabric and avoid destruction of features of interest, including roof forms. This includes retention of original windows, chimneys and decorative features. As far as possible, alterations should be reversible (this means contouring around existing fabric, rather than cutting into it).
- u) Natural materials, such as brick and stone, should not be painted, rendered or clad unless this was the original treatment, as it can have an undesirable effect on the relationship of the building within the setting of the Conservation Area. Repointing should match the original mix and mortar profile and may be difficult to reverse if done unsympathetically
- v) Extending into basement areas will only be acceptable where it will not involve harm to the character of the building or setting. Basement extensions should keep physical manifestations (such as light wells) to a minimum, so as to avoid adverse impacts on garden space and landscape character. Sufficient top soil should be maintained to support planting, including trees.

## 6.5 Boundaries and Ground Surfaces

- w) Boundary treatments should complement existing streetscape character and be informed by historic fencing adjacent. Concrete or timber panel fences would not be in character. The materials used in buildings may be reflected in the choice of materials for boundary treatments.

- x) Hard surfacing should be employed sparingly and should not encroach into front or rear garden space. Hard surfaces should be permeable. Suitable materials include clay brick paving, tiles, stone paviors or setts (for example York stone or granite) or stone gravel. Resin-bound natural materials may be suitable, if permeable and providing there is a good quality of finish. Asphalt or concrete casts, slabs or paving should be avoided.
- y) The Council will resist any further loss of front boundary walls and the conversion of front gardens to hardstanding parking area. Especially where parking covers the full width of the plot. Where they need consent, they will be resisted, including in new development. If parking spaces are provided, they should be delineated using natural materials, rather than painted on the surface. Parking areas should be screened behind a low wall or hedge and include landscaping as part of the design and layout.

## 6.6 Sustainable Characteristics

- z) The intrinsically sustainable characteristics of the historic environment, described in part 5.5 of this document, should be maintained.
- aa) Local energy generation such as solar panels are encouraged, where they can be discreetly positioned so as not to harm the character or appearance of the conservation area.

- bb) Further guidance on retrofitting sustainability measures is provided in Camden Planning Guidance on Energy efficiency and adaptation (2021).

## 6.7 Planning Submissions

Camden's Local Area Requirements (2018) set out the submission requirements for planning applications.

Determination of planning applications involving conservation areas and listed buildings and their setting is subject to special statutory duties. Therefore, submitted plans should contain sufficient detail to allow proper consideration, within the context of the special statutory duties, national policy, statutory local policies and this guidance.

As a useful guide, this should include:

- Plans and elevations showing the new development relative to existing buildings and topography.
- Sections and larger-scale plans to demonstrate that attention has been paid to quality of constructional detail and finish, such as window frame profiles and the degree of recession of windows within their openings.
- Detailed landscape proposals, to demonstrate that they are an integral part of the design.
- Full details of materials and finishes.

## 7. Definitions

### 7.1 Concise Summary of Styles

This part of the document provides a concise definition of the different styles and movements, referred to in this document.

**Arts and Crafts:** A design movement that often drew on vernacular influences, with an emphasis on functional plans, truth to materials, and craftsmanship.

**Queen Anne:** Despite the name, Queen Anne Revival was a late 19<sup>th</sup> century style that combined detailing from the Queen Anne era with numerous other characteristics, including red brick, terracotta, white painted windows with small panes, large gables (sometimes decorated), bay and oriel windows.

**Freestyle:** A term used for early 20<sup>th</sup> century buildings that combined different styles, often in a fresh and creative way.

**Neoclassical:** A movement rooted in ancient Greece and Rome, characterised by symmetrical and carefully proportioned composition and use of classical orders (such as Doric, Ionic and Corinthian).

**Gothic Revival:** The revival from the 17<sup>th</sup> Century, and particularly in the 19<sup>th</sup> Century, of earlier Gothic Styles.

**Modernism:** A general term for 20<sup>th</sup> Century architecture, often characterised by simple and unadorned forms, flat

roofs, and horizontal windows, but sometimes also based on Classical proportions and composition.

**Post Modernism:** A late 20<sup>th</sup> Century movement, based on a rejection of Modernism and adaptation of historical styles, often with use of modern materials and use of ironies or mannerisms (a deliberate breaking of architectural conventions).

## Annex – History of The Area

### Location

Situated on the slopes to the west of Hampstead towards Finchley Road, the Conservation Area is defined by the relationship of the streets and houses to the contours of the hills. These slopes contained a number of tributaries of the Westbourne River which rises at the top of the Heath. When the area was developed the streams were culverted and now flow underground. The Westbourne itself also flows underground, emerging to form the Serpentine in Hyde park and then again underground before it joins the Thames.

The name Frogna means a nook of land frequented by frogs, so is consistent with the many ponds which formerly characterised the area.

### History

The following paragraphs provide a brief overview of the historical development of the area based on the sources acknowledged in the bibliography.

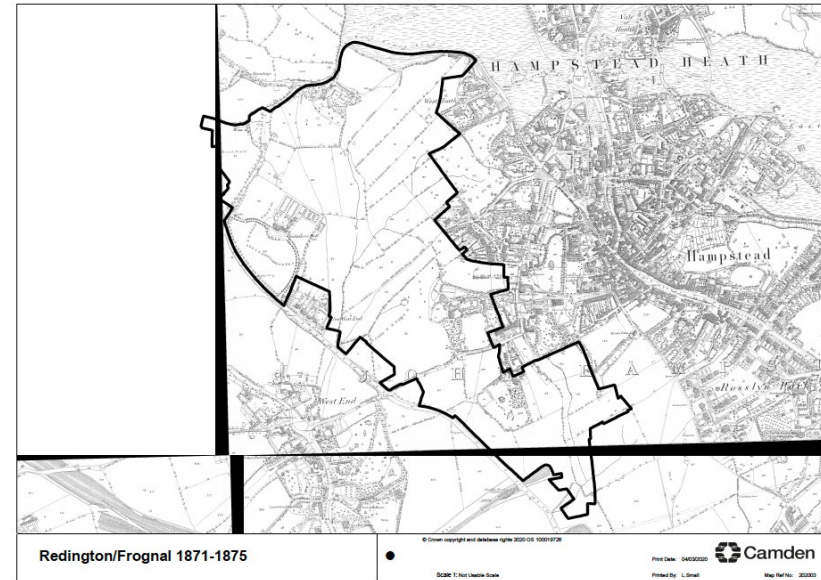
#### Early Development

Up until the 1870's the area now comprising the Redington / Frogna Conservation Area was undeveloped fields separating Hampstead Village and Frogna Lane to the east from West End to

the west. By the mid-18<sup>th</sup> century three of the roads within or bordering the Conservation Area were established as country lanes and tracks. Frogna and West End were linked by West End Lane – part of which was to become Frogna Lane in 1895. Duval’s Lane, or Devil’s Lane as it was also known, became Platt’s Lane in 1837, taking its name from the local landowner Thomas Platt. A route roughly following the boundary between open heath land and enclosed fields, on the north western edge of the Conservation Area, was also established by the mid-18<sup>th</sup> century. This is now West Heath Road. To the north of West End Lane, a footpath is evident on the 1814 map linking Branch Hill to West End. This today is the approximate route of Oakhill Avenue. Towards the end of the 18<sup>th</sup> century a military telegraph station was established on a high point towards the northern end of Duval’s Lane. Telegraph Hill as it became known, formed one of twelve signal posts designed to link the Duke of York’s London headquarters with the east coast on the threat of a French invasion. The south-western boundary of the Conservation Area was formed in the 1830’s by the construction of the Finchley Road.

## Mid-Nineteenth Century

By the mid-19<sup>th</sup> century the majority of the area was in the ownership of the Maryon Wilson family. They farmed the area from the Manor Farm, Frogna, which was located to the north-west of the junction between Frogna and Frogna Lane until about 1780 when the farm relocated to the south-west side. More modest sections of the area were owned by Henry Weech Burgess (to the north of Platt’s Lane) and Thomas Pell Platt and John Teil (to the south of Platt’s Lane). John Teil, an East India merchant who ran a flourishing leather business with tanneries in Kidderpore near Calcutta, built Kidderpore Hall in 1843. Following his death in 1854 his estate was broken up and in 1889 the Hall and adjacent two



Map 1871-1875

acres of land were purchased by Westfield College. The College was founded by the pioneer of women's university education Miss Constance Garnett as a women's college in 1882 in Maresfield Gardens, off the Finchley Road. A reservoir was formed on land to the north-east of the College in 1875 by the West Middlesex Waterworks. Thomas Pell Platt, an oriental scholar and Librarian of the British and Foreign Bible Society occupied Childs Hill House at the northern end of Platt's Lane. This house was demolished in 1904. The site of Child's Hill House is now Telegraph Hill and part of Rosecroft Avenue. On the 1866 map both of these properties are shown with extensive landscaped grounds, and in the case of Kidderpore Hall, with a long sweeping driveway from Finchley Road. Apart from the above house there were only two other buildings of note in the area by 1866, Frogna Park – on land now occupied by Greenway Gardens and Chesterford Gardens – and Frogna Priory. The latter building was an unusual mix of architectural styles built by a retired auctioneer who filled its interior with his collections of furniture and curios. The Priory was demolished in 1880 and its grounds became Lindfield Gardens and Frogna Close.

## Maryon Wilson

Much of the shape, form and pattern of development of the area is a consequence of the pattern of land-ownership and the decisions of individual landowners, particularly the Maryon Wilson family. The development of Redington / Frogna might have begun in the first half of the 19<sup>th</sup> century had it not been for Sir Thomas Maryon Wilson's long and unsuccessful battle to develop his landholding on Hampstead heath. In 1829 he tried to obtain a Private Act of Parliament to enable him to develop both his 356 acres of farmland to the west of Hampstead and a section of the Heath to the east of the Village. The threat posed by his proposals became the focus of



a wider campaign to protect common land all around London. Sir Thomas refused to compromise and effectively legislatively ensnared the development of his more significant landholding. Had Maryon Wilson's applications to Parliament been limited to his relatively uncontentious land, much of the Redington / Frogna area may have been developed prior to, or in tandem with, the development of the lower Hampstead slopes at Belsize Park. Had this been the case the style and form of development would have been markedly different.

Upon the death of Sir Thomas Maryon Wilson in 1869 his brother, Sir John, gave up the long and acrimonious battle to develop on the Heath, and sold the land to the Metropolitan Board of Works in 1872. The development of the fields to the west of Hampstead Village began to take shape. By the 1870's there were very strong financial incentives for the landowners to sell or develop their landholdings. There was increasing demand from wealthy Londoners seeking what Hampstead could offer. As the Belsize Park area to the south had by this stage been largely completed, the Heath was now protected from development and the owners of substantial houses in Hampstead were selling off their grounds for development, the remaining Hampstead slopes became the natural location for residential expansion.

It appears that the Maryon Wilson estate sold off fields or areas of land large enough for half a dozen or so houses at a time, or gave options for pieces of land to be developed over time. To keep the standard of the area of a high quality and the architecture harmonious, the Maryon Wilson family made covenants (still existing today) to control appearance, materials and size of buildings and enhance the character of their surroundings. At Chesterford Gardens for instance, covenants were made requiring

buildings to be more than 20 feet from their front boundaries and no stable or garage blocks were allowed within the frontage.

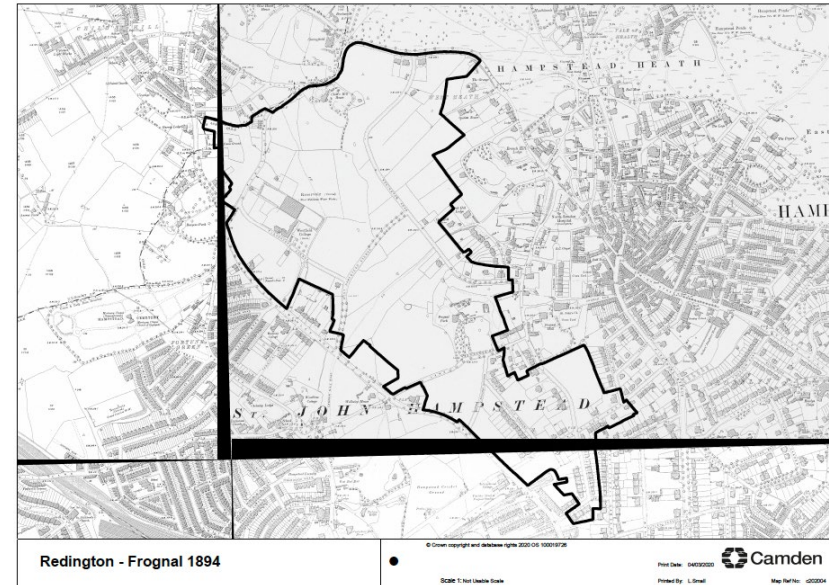
## Major Development 1870 onwards

It is evident from the 1906 map that early development of the Conservation Area was concentrated within the southern and north-western parts of the area. Whilst many of the roads within the area were laid out by the early 20<sup>th</sup> century, development along them appears to have been slower by today's standards. Some of the earliest development of the estate was at the south-eastern end of Redington Road where five houses were built in the 1870's. These included the semi-detached pair at Nos. 2 & 4 by Philip Webb (1876), which demonstrate the influence of William Morris and the rather Gothic styled house by Theodore K. Green (1875-6) at No. 6.

The roads that make up the southern part of the Conservation Area, namely Lindfield Gardens, Arkwright Road, the southern stretch of Frogna were laid out and partly developed by the mid 1890s. The work of the Scottish architect Norman Shaw is featured at No. 39 Frogna. Other notable buildings on Arkwright Road include No. 28, a large Queen Anne style house by R.A. Briggs of 1891, the former Hampstead Central Library, (now Camden Arts Centre by Arnold Taylor (1897) and on Frogna, University College School by Arnold Mitchell (1906-7).

## Charles Quennell

The architectural character of a large amount of the conservation Area is the result of a highly prolific partnership between the architect Charles H.B. Quennell and the Irish builder-developer



Map 1894

George Washington Hart. Due to their dominance in the production of houses in the northern part of the Conservation Area, accounting for roughly one hundred houses over a period of sixteen years, it has been dubbed “Quennell-land” by Service (1989) and Cherry and Pevsner (1998). In 1896 Hart started developing land on either side of Platt’s land including Briardale and Clorane Gardens to the north and Rosecroft, Hollycroft and Ferncroft Avenues to the south. Whilst not all of this area was developed by the Quennell/Hart partnership, their houses make up a large proportion of the dwellings on each road. Development began in the late 1890’s at the western end of Platt’s Lane and at the ends of Briardale and Clorane Gardens nearest to it. This was followed by the development of larger houses at the northern end of Ferncroft Road (Nos. 3-23; and Nos. 2-18). From 1904 Quennell and Hart built stretches of Redington Road and Heath Drive, then Oakhill Avenue and parts of Kidderpore Avenue from 1906. Further stretches of Redington Road, Redington and Templewood Gardens and Templewood Avenue formed the final stages of the partnership from 1910-1914. Quennell adopted a variety of styles for his houses ranging from restrained Arts and Crafts to more formal Neo-Georgian. He used rich red and soft orange brickwork, clay roof tiles, occasional areas of tile hanging and render, gables, and bay and dormer windows.

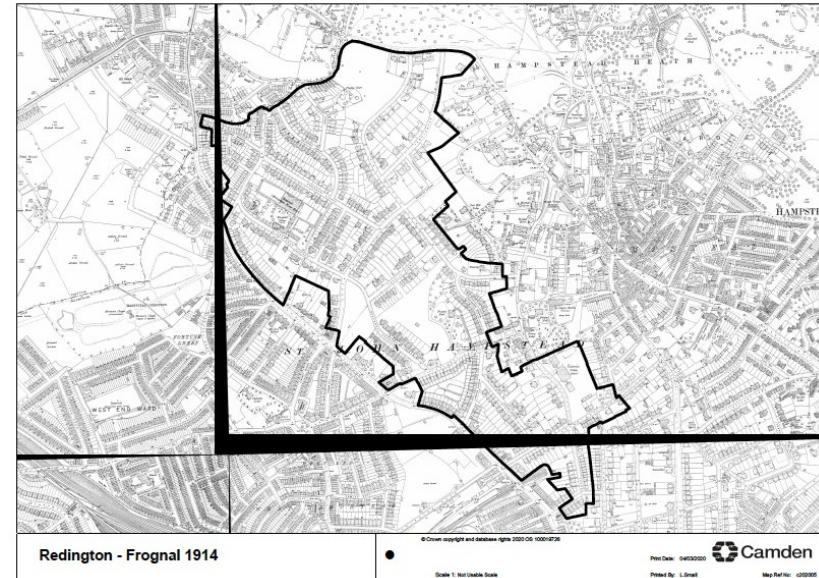
During the development of the Redington / Frogna area, Hart set up an on-site sales office – first on the corner of Ferncroft and Hollycroft Avenues and later on the corner of Redington Road and Templewood Avenue. Potential buyers would be shown plans of houses under construction and then taken on a tour to any sites that took their interest. According to Service (1989) there was a considerable turnover of owners of the new properties in the early years, possibly due to property speculation. Hart had a house at

No. 20 Redington Road built for him, which was presumably designed by Quennell.

The influence of Quennell is less apparent in the central part of the Conservation Area, which includes Bracknell Gardens, Oakhill Avenue and Greenaway Gardens. These roads feature a mix of Neo-Georgian and Arts and Crafts Free Style houses built either prior to, or shortly after, the 1914-18 war. The work of the architect C.H. Saunders and the builder W.J. King are dominant here although Quennell and Hart and William A. Burr with builder James Tomblin are also featured.

The northern end of Kidderpore Avenue contains possibly the most impressive group of buildings in the Conservation Area. St Luke's Church and its adjoining Vicarage were designed in 1897 by Basil Champneys in a comparatively restrained style. At the junction with Platt's Lane there is Annesley Lodge (8 Platt's Lane) designed by the pioneer Arts and Crafts architect Charles Francis Annesley Voysey for his father in 1895-6.

The quiet and green environment and the attractive houses attracted, and still attract, famous people to the area. The children's book illustrator Kate Greenaway had a house designed for her by R. Norman Shaw at No. 39 Frogna and lived there from 1895 to 1901. The sculptor Sir Hamo Thornycroft RA lived at No. 16 Redington Road. The same house was also owned by the eminent engineer Sir Owen Williams who was responsible for a number of innovative reinforced concrete buildings in the 1920s and 1930s. The sound of the German operatic soprano Elisabeth Schwarzkopf was often heard on summer evening emanating from the house she shared with her husband, the impresario Walter Legge, on Oakhill Avenue.



Map 1914

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