



PRIMROSE HILL Conservation Area Statement

The aim of this statement is to provide a clear indication of the Council's approach to the preservation and enhancement of the Primrose Hill Conservation Area.

The statement is for the use of local residents, community groups, businesses, property owners, architects and developers as an aid to the formulation and design of development proposals and change in the area. The statement will be used by the Council in the assessment of all development proposals.

Camden has a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate as conservation areas any "areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance." Designation provides the basis for policies designed to preserve or enhance the special interest of such an area. Designation also introduces a general control over the demolition of unlisted buildings. The Council's policies and guidance for Conservation Areas are contained in the Unitary Development Plan (UDP) and Supplementary Planning Guidance (SPG). This Statement is part of SPG and gives additional detailed guidance in support of UDP policies.

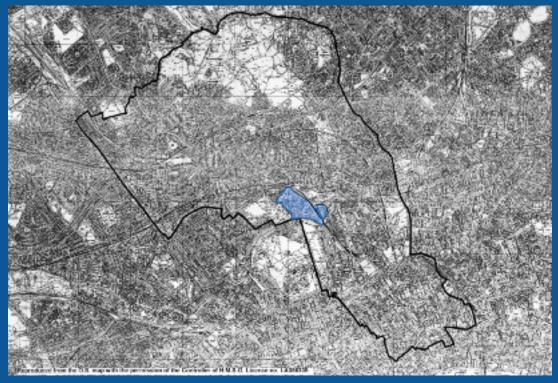
The Statement describes the character of the area, provides an outline of the key issues and identifies development pressures which are currently a cause of concern. The statement also sets out the key policy framework relevant to the Conservation Area and formulates specific guidance for it.

It is not the intention of the Statement to contain proposals for the enhancement of the public realm. The Council has produced a Streetscape Design manual for Camden and all public realm enhancement work will be undertaken in accordance with it. The manual identifies an overall image for the Borough in terms of appearance of the streetscape with respect to surfacing materials, furnishings and lighting and, where appropriate, identification of the



special characteristics of smaller areas within it. There is a reference guide for the use of standard design details, surfacing materials, street furniture and street lighting to be used in engineering, traffic management and other environmental improvement schemes. This includes sample illustrations of best practice, e.g. for historical street settings, typical street settings within Conservation Areas.

LOCATION

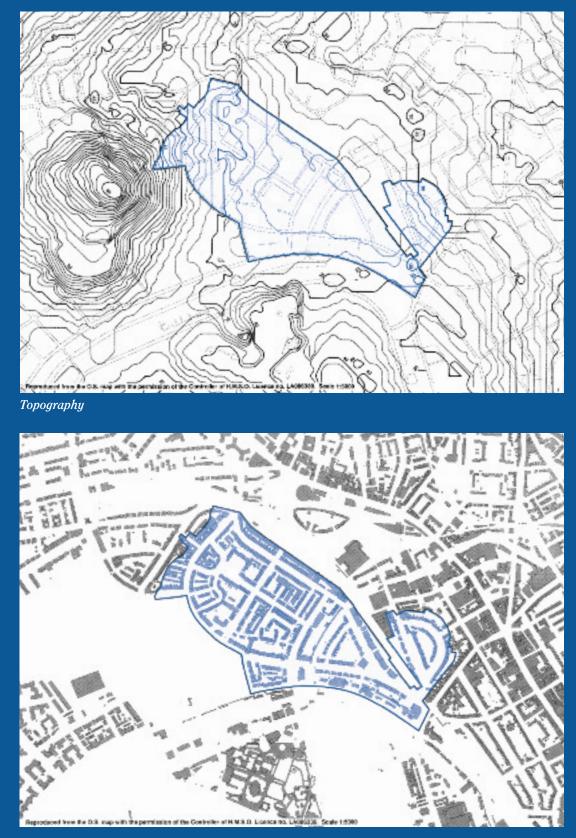


Camden and location of the Conservation Area



Designation date





Urban Grain

PLANNING HISTORY Designation Date: 1.10.71

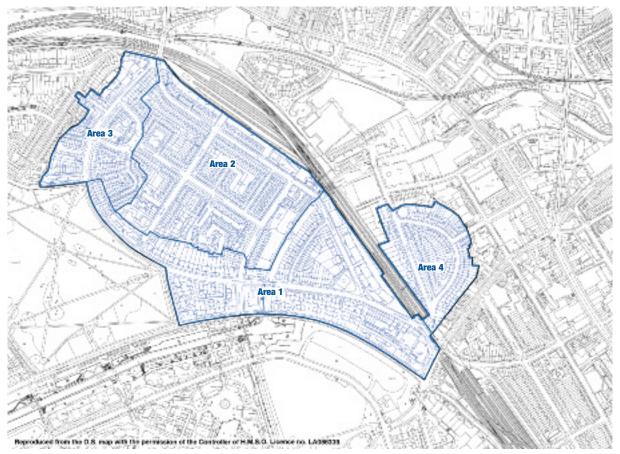
PLANNING HISTORY

The Primrose Hill Conservation Area was designated on 1st October 1971 and extended to include the north part of Erskine Road on the 18th June 1985. The designation report notes that the character of the area "is made up of a series of well laid out Victorian terraces. It is residential in character, although there are a number of local industries, and it has its own shopping centres, a primary school and, because of the vicinity of Primrose Hill, is extremely well provided with open space".

On 3rd March 1983 Permitted Development Rights relating to single family dwelling houses and minor operations, were withdrawn by an Article 4 Direction under the Town and Country Planning General Development Orders 1977 (now updated as General Permitted Development Order 1995). The operation of the Article 4 direction is explained further in the Guidance section of this document.

For the purposes of this Statement the Conservation Area is divided into four sub-areas entitled:

- Regent's Park Road South
- Central Area
- Regent's Park Road North
- Gloucester Crescent



Sub areas



From Medieval times, the area covered by the Primrose Hill Conservation Area was open fields with small lanes running alongside. The land ownership of the area was irregular and largely defined by field boundaries and small streams. The existing Conservation Area is primarily located on land owned by Lord Southampton, while land to the north and west was owned by Eton College and to the south by the Crown Estate.

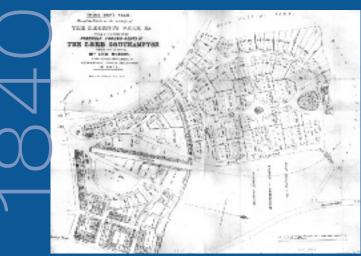
From the 17th century, the Chalk Farm Tavern was located on the site of the current building at No.89 Regent's Park Road. The tavern was famous for its shooting grounds and large pleasure gardens to the area now surrounded by Berkley Road, Sharpleshall Street and Regent's Park Road.



It was not until the mid 19th century that extensive development of the area began, in response to the expansion of London as both a trade centre and fashionable place to live. The first major development was the Regent's Canal, which linked the Grand Canal Junction at Paddington and London Docks. The completion of the canal in 1820 was followed by proposals to develop Lord Southampton's land for housing. As with Nash's development surrounding Regent's Park, the canal was not seen as a hindrance to development, and an estate was envisaged of large suburban villas with substantial gardens.

The estate was developed in the 1840s after the building of the London and Birmingham Railway in the 1830s. A map dated 1834, shows a railway terminus located at Chalk Farm. However, it soon became obvious that the railway needed to terminate closer to the heart of London, and Euston Square was chosen for the site of the new station.

The railway line extension to Euston had to negotiate a steep incline and consequently, a winch was used to haul trains as far as Chalk Farm. The straight track required for the winch meant the line had to run directly to Euston, necessitating the purchase of part of Lord Southampton's land. This entailed the repositioning of the northern section of Gloucester Avenue, with a sharp bend west of the canal bridge and a steep curve to the junction with Regent's Park Road.



In 1840, the Southampton Estate was sold in freehold portions for development. The sale map shows a grand estate consisting of large semi-detached and detached villas located in generous gardens. The layout reflects the current street pattern of the area and incorporates the sweeping curves of the villa development with the addition of a formal intersection and garden at the centre and retention of the Chalk Farm Tavern gardens. Notably, a number of villas were even planned to address the railway line, which, with the use of winches to pull the trains from Euston to Chalk Farm, was then far less busy or noisy than it was eventually to become.

A number of well known purchasers of the

Southampton Estate included entrepreneur builders, wealthy citizens and the Crown commissioners, who purchased between five and six lots in order to form part of the Primrose Hill, which was opened to the public in 1841.

Development of the buildings occurred sporadically throughout the 1840s. During this time, the last remaining strip of Crown land to the north of Nash's Regent's Park layout was developed as villas, involving the purchase of

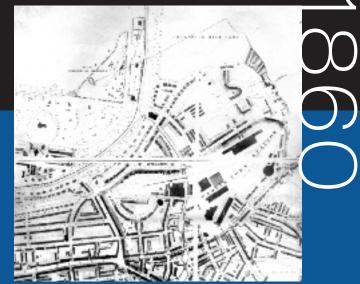
small lots of land from various owners of the Southampton freeholds. A map dated 1849 shows the majority of development concentrated around Regent's Park and towards Camden Town. Smaller developments had also been completed and included a pair of semi-detached villas at the north end of Fitzroy Road and a villa terrace at the north end of Regent's Park Road. The majority of these developments took the form of villa style properties set in their own grounds, or grand terrace compositions with formal landscaped areas. However, this development differed considerably from that shown in the original plans for the area. The houses were much less grand and the pattern of development much denser than had been envisaged. Notably out of character with the original concept was the incorporation of the small terraces of railway workers cottages to the rear of Chalcot Road.

A map dated 1860 shows that the development of villa style

properties had extended westwards along Regent's Park Road, opposite Primrose Hill Park. Elsewhere, however, the large villas had been abandoned for more formal terrace compositions following a variety of styles. The new layout included symmetrical terraces, St George's Terrace and Chamberlain Street, a formal square, Chalcot Square, and a sweeping crescent, Chalcot Crescent. The latter is particularly of note as the crescent sweeps gracefully to its east

side at the expense of the quality of individual buildings, which are shallow in depth and have small rear garden spaces. Such variety of layout reflects the architectural fashions of the time, whilst the compromises to layout may indicate competitiveness between the architects and conflict between the new landowners.

The importance of the railway grew throughout the 19th century. The winch was abandoned as more powerful train engines were bought into use, large railway sheds were erected alongside Gloucester Avenue and the track area increased in size. A number of businesses were located within easy distance of the railway, with access also to Gloucester Avenue. A notable example is the former "Electric Telegraph Company" complex at No.444 Gloucester Avenue, which includes the house at No.44A Gloucester Avenue. As a consequence of the growth of the railway and associated activities, noise, vibration and



smoke pollution increased, at the expense of the surrounding environment. It quickly became apparent that grand villas could not be placed near the railway line and instead, simple terraces were erected in Gloucester Avenue and adjoining streets. It was only in the 1970s, when the railway line was electrified, that the environmental quality of the estate began to improve.

By 1870, the Southampton Estate land had been largely developed. Whilst the wide roads of the villa layout were retained, the density of development, particularly in the later phases, was significantly higher than originally intended, particularly in locations close to the railway line. The Chalk Farm Tavern gardens had been built upon and the large circular garden space to the centre of the estate was lost. Further streets and mews buildings were introduced to the planned layout, such as Kingstown Street (then Fitzroy Place), Edis Street (then Eton Street) and Egbert Street. These later developments were of regular town-style residential terraces. At the rears of these properties, the long villa gardens were exchanged for small gardens backing onto industrial units or stables.

Manufacturing and the arts played a large part in the development of the Conservation Area. Alongside Camden Town and Kentish Town, the Primrose Hill area became a centre for piano manufacturing. Notable manufacturers



included J Spencer and Co, which were located at the end of Egbert Street, John and James Hopkinson, located in Fitzroy Road, and Collard and Collard, located on the corner of Gloucester Crescent and Oval Road. The area became well known for its association with the arts, and in 1877 a group of 12 artists studios, the "Primrose Hill Studios", were erected by Alfred Healey to the central block behind Fitzroy Road. The studios have housed a number of famous artists including Arthur Rackham, illustrator, and Henry Wood, conductor.

Other uses incorporated into the area in the 19th century included a boys home, located on the corner of Regent's Park Road and Ainger Road, St. Marks Church in St. Mark's Square, Primrose Hill Primary School in Princess Road and various shopping parades to Regent's Park Road, Gloucester Avenue, Princess Road and Chalcot Road.

The final built form of the Conservation Area varied considerably from what was originally intended by the Southampton Estate planners, due to a number of factors. The neighbouring railway line had a significant impact upon the physical layout and environmental quality of the area. This was apparent as many of the buildings which were located close to the railway fell into disrepair, as the poor state of the environment discouraged investment. This was a trend that was only reversed on electrification of the railway line in the 1970s. Other factors included the increased pressure for development due to the fast growth of London, changing architectural tastes and the differences in land ownership across the Southampton freehold.

In the 20th century, the estate experienced a number of changes. World War II bomb damage required substantial repairs to a number of buildings, whilst others were completely destroyed. Redevelopment of bomb sites occurred throughout the latter half of the 20th century and included 10 Regent's Park Road, redeveloped in 1954-6 as a block of flats and studios; Auden Place, former railway workers cottages, redeveloped in 1970 as housing; and Waterside Place, off Princess Road, redeveloped as housing. Other sporadic developments occurred throughout the 20th century.



CHARACTER AND APPEARANCE OF THE AREA

SUB AREA ONE Regent's Park Road South

INTRODUCTION

This sub area is located to the south of the Conservation Area and is largely flat with a small incline from south east to north west. It is neighboured to the west by Primrose Hill, and to the south by Regent's Park and London Zoo. The Regent's Canal forms a natural boundary to north west, whilst the railway line forms a boundary to the north. The area is primarily occupied by residential uses.

This sub area is characterised by a low density of development and abundant vegetation with a large number of mature street trees and private trees to garden areas creating green corridors to the principle roads. These roads are dominated by large villa style properties that are set back from the highway and surrounded by substantial garden spaces. Rear gardens are also visible through gaps between buildings and in views from secondary roads and mews.

MAIN BUILDING TYPES

Italianate Villas



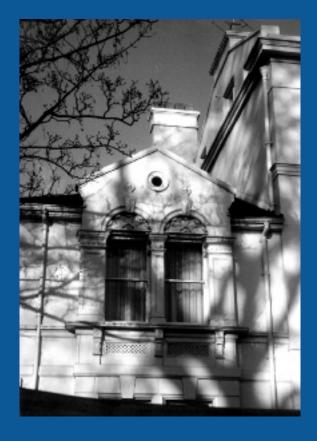
Italianate villas dominate the principal and secondary roads within this sub area. These large properties are between three and four storeys high, with basements. They are designed to appear as grand residential properties and have raised ground floors, numerous decorative features and are set back from the main road with front gardens bounded by medium height brick walls with gate piers.

The majority of villas are semi detached or form part of a terrace group. In order to reinforce the appearance of grandeur, these groups are often detailed to resemble one large villa. Symmetry is the most common way of unifying a group and can be reinforced by adding a central decorative feature such as a portico, pilasters, projecting section, gable, or pair of central porches. Another way of unifying pairs, even if asymmetrical, is to recess the entrances to the side of the property, allowing the main façade to stand proud. Subsequently, many properties are L shaped with an entrance wing set back to the side.

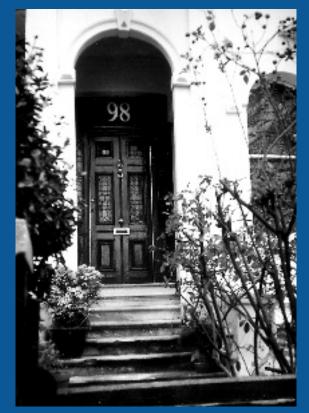
Dominant features of villa properties include shallow hipped roofs, strong parapet lines, chimney stacks, porches, timber sliding sash windows, bay windows to the ground and first floors, decorative railings to window cills, timber panelled front doors and steps to the entrance.

Historically, the villas were decorated with stucco plasterwork, which had the finished appearance of stonework. Today, much of this stuccowork has been painted a cream or pastel shade. Stucco is usually applied to masonry surfaces on elevations that are visible from the street. At ground floor level, the stucco covers the entire wall surface and is generally rusticated to give the appearance of stone work, whilst on the upper floors, the stucco is smooth with strong horizontal bands and rusticated quoins to the corners of the building. Windows are well defined with projecting surrounds that may incorporate decorative keystones and heads, projecting cills, hoods and console brackets. Larger console brackets, which can take the form of detailed scrolls, decorate the projecting eaves and parapets. Stucco is also used to adorn the columns or arches to the entrance porches and introduce small sculptures and models to the main facades.









Character

Grand Terraces

Nos.1-10 St. Mark's Square and Nos.15-31 Regent's Park Road are grand terraces of listed houses with limited stucco detailing. These terraces are of four storeys, with basements, and are narrow in width, with two windows to each floor. They are discretely designed to form symmetrical compositions. This symmetry is achieved through variations in form and decoration at the centre and/or ends of the terrace, including projecting sections and arrangement of porches. The properties at Gloucester Avenue have front garden areas with low brick walls, whilst the properties at St. Mark's Square have large front areas with railings and plinths.

20th Century Buildings

There are a number of significant 20th century buildings within this sub area, including two listed buildings. These are Cecil Sharp House, located on the corner of Gloucester Avenue and Regent's Park Road, and No.10 Regent's Park Road. Cecil Sharp House is the headquarters of the English Folk Dance and Song Society. The building was constructed in 1929-30 and designed by H.M. Fletcher in the Neo Georgian style. It is distinctive within the Conservation Area due to its contrasting architectural style and materials, its prominent location and associated grounds and boundary structures. No.10 Regent's Park Road is a block of flats and studios constructed in 1954-6 and designed by Erno Goldfinger. This property is again distinctive within the Conservation Area due to its contrasting architectural style and materials, garages and balconies to the front elevation.

TOPOGRAPHY AND CHARACTER

Green Open Spaces

Primrose Hill and Regent's Park are not within the Conservation Area, but immediately adjoin it and have a significant impact upon its character. Both parks are designated as Metropolitan Open Land (MOL) and as Sites of Nature Conservation Importance. They are major recreational and tourist attractions, drawing visitors from far wider than the immediate surrounding residential areas. Regent's Park is an early 19th century public park designed by Nash and is a Grade I park in the English Heritage Register of Parks and Gardens of special historic interest in England.

Primrose Hill and **Regent's Park** reinforce the green character of the Conservation Area. Large sections of Albert Terrace, Prince Albert Road and Regent's Park Road run direct alongside the parks, affording views across the parkland and of mature trees that line the edges of these open spaces.





Located opposite the parks are the grandest properties within the Conservation Area, in terms of height, decoration and relationship to plot. Notable examples are the cream coloured Crown Estate villas on **Prince Albert Road**. These properties have highly decorative stucco work to the front elevations and are set back from the highway with high boundary walls and substantial front and side

gardens, containing mature trees. The significance afforded to the relationship between these buildings and Regent's Park is clearly illustrated at Nos.1-5 Prince Albert Road. Here, the substantial front garden areas have been achieved at the expense of the rear gardens, which

are either narrow or non existent, with a number of buildings backing directly onto Regal Lane. The narrow overall width of the plots allows numerous views of the rears of properties on Regent's Park Road and within Regal Lane.

Regent's Canal is designated as a Public Open Space, a Site of Nature Conservation Importance and is part of the Green Chain, providing a green link between Regent's Park and the rest of Regent's Canal (a Conservation Area in its

own right). The canal is a significant feature of the Conservation Area and has been accommodated well in the layout and planning of the estate. For example, a number of buildings are designed to appear attractive when viewed from the canal with applied decoration to rear elevations. Many side and back gardens face onto the canal and have numerous mature trees, forming a long green corridor through the Conservation Area. Three of the principal roads bridge the canal. These bridges





are landmark features of the area and allow long views of the canal. In Gloucester Avenue the road bridge marks a clear boundary between this sub area and the Central Area, as the building types, uses and street layouts vary significantly on either side. Outside of the Primrose Hill Conservation Area, the Regent's Canal is a separate designated conservation area. For information about the Regent's Canal Conservation Area, please refer to the Regent's Canal Conservation Area Statement.

Principal Roads

The principal roads include **Prince Albert Road**, which was part of Nash's original plan for Regent's Park, **Albert Terrace, Gloucester Avenue** and the south section of **Regent's Park Road**. These latter three roads form part of the planned suburban 19th century Southampton Estate and are of a consistently generous width with wide pavements and gently curving forms.



St. Mark's Square is not a conventional square, but an intersection of a number of roads, with St. Mark's Church and its yard forming a focus. The church was built in 1851-2 by Thomas Little. The building is constructed of Kentish ragstone with Bath and Doulting stone and is designed in the Early English Gothic style with a tall spire. The churchyard neighbours the Regent's Canal and is characterised by numerous tall trees, fruit trees and vegetation. This yard is a peaceful green space that links well with the surrounding garden spaces to give the square a predominantly green character. To the road frontages, the boundary of the churchyard is defined by a contemporary crenellated low stone wall with a decorative timber entrance gate to Prince Albert Road. The church not only dominates the Square but is also prominent in views from Regent's Canal, Regent's Park Road, Primrose Hill and Regent's Park.

Secondary Roads

St. Mark's Crescent is an addition to the Southampton Estate layout and runs parallel to the Regent's Canal. Developed at the same time as the majority of properties within this sub area, the buildings are of a villa style. However, the street is more intimate and enclosed in character, with a narrow carriageway, small front garden areas and a high density of development. Although there are no street trees, the green character of the area is reinforced by views through the gaps between buildings on the west side of the crescent, which afford glimpses of the rear gardens that run down to the canal. There are also long views at the southern end of St. Mark's Crescent across the rear gardens of villa properties on Regent's Park Road.

Mews

Albert Terrace Mews, Kingstown Road and **Regal Lane** provide a contrast to the wide roads and villa style properties that dominate this sub area. These narrow mews roads originally provided servicing to the rear gardens of the villas. They are accessed from the principal roads via gaps between buildings and gardens, and are shaped to accord with the land ownership within the block. Sporadic development



of the mews began late in the 19th century and has continued to the present day, encompassing a wide range of architectural styles. These small mews buildings are generally located directly abutting, or close to the highway, are two storeys high, with flat fronts and strong parapet lines. Other features of the mews include small vegetated areas, York Stone paving, small set paving to highways and granite set side and central gutters. Views of the backs of the villa properties, rear gardens and boundary walls are also important and create a high degree of enclosure and privacy to some parts, which is punctuated by areas of relative openness and vegetation.

Significant views:

- Albert Terrace Mews: view north of 52 Regent's Park Road
- Gloucester Avenue: view west to the English Folk Dance and Song Society
- Gloucester Avenue: view into St. Mark's Crescent
- Along the Regent's Canal towards Primrose Hill School and St. Mark's Church
- Regent's Park Road (south section): views into mews roads: Albert Terrace Mews and Regal Lane

- Regent's Park Road (south section): view towards Primrose Hill
- St. Mark's Crescent: view south of 27 Regent's Park Road
- **St. Mark's Square**: contrasting views; south towards the ornate stone piers to the pedestrian gate and access to London Zoo and Regent's Park, and north towards Princess Road, providing a transition from the green character of the square to the more urban character of Princess Road.

Negative buildings:

A number of buildings are considered to detract from the character and appearance of this part of the Conservation Area due to inappropriate qualities such as bulk, scale, height, materials, the way in which they address the street or application of architectural details:

- 9 Gloucester Avenue
- 11 Gloucester Avenue
- 36 Gloucester Avenue
- 41 Gloucester Avenue
- "Darwin Court" in Gloucester Avenue
- Electricity Sub Stations in Gloucester Avenue
- 23 Prince Albert Road
- "Carole House, Jacqueline House and Martin House" in Regent's Park Road





INTRODUCTION

This sub area is located to the centre of the Conservation Area and is largely flat with a small incline from south east to north west. It is neighboured to the north by the railway line and to the south east by Regent's Canal.

The area is urban in character with a high density of development with sporadic areas of greenery. It is dominated by long terraces of mid 19th century houses that are set back from the pavement with small lightwells and railings to basement areas, although there are some earlier and later buildings within the area.

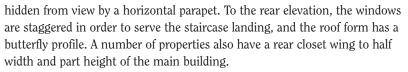
MAIN BUILDING TYPES:



Mid Victorian Residential Terraces

Terraces usually consist of at least five buildings that are uniform in character. Each building is three storeys high with a raised ground floor, basement and lightwell surrounded by railings to the main street elevation.

Principal elevations are flat fronted with pairs of sash windows defining each floor and the original roof form





Each terrace is constructed in London stock brick with decorative stucco features to the front elevation, usually painted white or cream, which serves to unify the terrace. These stucco features often include a rusticated ground floor, projecting window cills and hoods (usually to ground and first floors), moulded window surrounds, parapets and balustrades. A number of properties have projecting door hoods or porch features supported by columns.



Late Victorian Terraces

At the southern end of Fitzroy Road there are a number of terrace houses that were built in the late 19th century. These properties have distinctive architectural features to the front elevation including shallow pitched roofs with overhanging eaves, prominent chimney stacks, deeply recessed front doors, and bay windows at ground and basement levels with Italianate column details. Also distinctive to the properties on the east side of Fitzroy Road are large lightwells with decorative ironwork and low front boundary walls surmounted with an ornamental metal spike. These walls replaced the railings removed during World War II.

Shops, Small Businesses and Public Houses

A number of terraces were designed to accommodate retail uses, small businesses and public houses on the lower floors, with residential flats above. They are located primarily within the small Neighbourhood Shopping Centres to Chalcot Road, Gloucester Avenue, Princess Road and Regent's Park Road.



The retail and small business units generally occupy a standard width terrace property or corner property, incorporating an original framework and shopfront at ground floor level, and front forecourt (as opposed to basement lightwell) with glazed pavement lights. The shopfront framework comprises an entablature with fascia board, stucco columns and corbels. Within this framework is a timber shopfront and a side door that allows access to the residential accommodation on the upper floors. Most original frames and a large number of shopfronts are retained to throughout this part of the Conservation Area. These are of a traditional design with timber stallriser, slender glazing bars with a vertical emphasis and panelled front doors. A number of shopfronts also retain large sliding sash windows to glazed areas.

There are five public houses within this part of the Conservation Area. These are located on prominent corner sites and are generally larger in width and height than the neighbouring terrace properties, with strong parapet lines to all elevations. The ground floor frontages are highly decorative with ornate columns, detailed joinery, timber panelling and high stallrisers. The upper floors are adorned with decorative stucco, and at first floor level there are large windows to function rooms and painted timber signs hanging from ornate iron brackets.

Late 19th Century Multicoloured Brick Buildings

These buildings are constructed primarily in yellow London Stock brick, with red, brown and glazed bricks forming decorative bands, rounded window arches, parapets and gable features. Buildings constructed in these materials vary considerably in scale and form. The larger examples are the industrial buildings, such as the piano factory at No.44 Fitzroy Road, Utopia Village in Chalcot Road and the front building at No.44 Gloucester Avenue. Other distinctive buildings include the Primrose Hill School in Princess Road and the Primrose Hill Studios in Fitzroy Road.





The **Primrose Hill School** is a grade II listed building that dominates Princess Road in terms of bulk, height and scale. The building is highly decorative with prominent gable features, stone dressings and red brick detailing. The **Primrose Hill Studios** are a group of 12 buildings clustered around a quiet courtyard to the centre of a block. These buildings are constructed in the Arts and Crafts style with hipped roofs and are modest in scale, being a maximum of two storeys in height.



TOPOGRAPHY AND CHARACTER

Trees and Green Open Spaces

There are only a few street trees to the principal and secondary roads, and private trees are limited mainly to rear gardens and the front gardens of a number of properties on the south side of Gloucester Avenue. These trees are located typically where there are no views of parkland, clusters of trees or where the character of the built environment could potentially be very urban.

The lack of trees to most principal streets allows long formal views of distant trees and open spaces. The original estate layout was planned to allow views northwards along Chalcot Road of the gardens that occupied the block bounded by Berkley Road, Regent's Park Road and Sharpleshall Street. This view is now terminated by a group of late Victorian buildings which occupy that block and have a degree of symmetry and grandeur, and a cluster of street trees to the pedestrianised area beyond the north end of Chalcot Road.

Another significant view is of **Primrose Hill**, looking south westerly along Fitzroy Road. At the south end of Chalcot Road and east end of Fitzroy Road the views are not terminated in any planned way. In fact, to the east end of Fitzroy Road, the railway line and the distant Roundhouse building terminate the view.

Chalcot Square and Gardens are described on page 16.



Principal Roads

The principal roads include **Chalcot Road, Gloucester Avenue, Fitzroy Road** and **Princess Road**. These roads intersect to form a grid pattern and are largely straight, with the exception of Princess Road, which curves to form a small crescent at its southern end and Gloucester Avenue, which curves sharply and rises at its north end. These roads are of a consistently generous width with wide pavements and central street parking. In addition to these roads, narrower secondary roads penetrate the blocks.

The width of the principal roads and the numerous intersections allow long views of buildings within these streets and adjoining streets. Large groups of terrace properties are visible from most vantage points and features such as roof extensions (where they exist) are frequently prominent. This can sometimes create a canyon-like character, particularly when the road is wide enough for large groups of buildings to be visible on either side.

Other significant views are of the rears of terraces that face onto principal roads and their small, narrow garden spaces. These gardens often contain mature trees and are bounded by medium height brick walls that side on to secondary roads and alleyways. A significant example of this is the section of Chalcot Road between Edis Street and Princess Road, where the rears of properties and garden spaces to these two latter roads are highly visible.

Secondary Roads

Edis Street and **Egbert Street** have a distinctly urban character with a high degree of enclosure. These streets are narrow with three storey terrace houses on both sides and views terminated by industrial and residential buildings. These urban qualities are somewhat softened in Edis Street, by a number of Robinia street trees.

Alleyways and Block Infills

The majority of land at the centre of the blocks and neighbouring the railway line is occupied by buildings that accommodate a variety of uses, including industry, offices, artist's studios and residential accommodation. These buildings vary in age and style, but are generally lower in height than the surrounding terrace properties. They are



clustered around small enclosed courtyards, or gardens, which are accessed from the main highway by a narrow alleyway. These alleyway accesses are generally contemporary with the 19th century development of the area and are either located discretely between the residential terrace properties on the main roads or through the terraces via gated archways. Consequently, although these developments occupy a considerable amount of land, they are largely hidden from view, therefore allowing the residential terraces to dominate the townscape.

There are some exceptions to this pattern of development. In Gloucester Avenue, where the width of the land neighbouring the railway line is restricted, there are a number of prominent industrial buildings. At the south west side of Fitzroy Road is a former piano factory, which is located in a prominent position and is boldly designed in terms height, scale and architectural style.



Chalcot Square and Gardens

Chalcot Square is a significant feature of the Conservation Area and is surrounded by a large number of mid 19th century listed buildings. The form of the open space and the surrounding built composition is unusual, as the design accommodates a pre-existing road layout. The open space is subsequently offset from the planned focal point northwesterly along Chalcot Road.

The main road in Chalcot Square is a continuation of Chalcot Road and is of a generous width. On the south side of the road is a listed terrace of mid 19th century houses with front garden areas. These buildings are three storeys high with attics, or mansard roofs, and are grand in character with stucco decoration to the main facades, decorative window surrounds, prominent cornices and projecting porches. On the north side of the road is a grassed public open space, which is bounded by railings and contains a number of mature trees and a play area. The space is enclosed on its north, east and west sides by mid 19th century listed terrace houses, which form an almost symmetrical composition. They are similar in elevational design to the buildings on the south side of the square, but have a more intimate character, as they are separated from the public space by only a small front lightwell surrounded by railings and a narrow highway. All of the mid 19th century terrace houses. The majority of these properties are particularly distinctive due to the use of paint colours on their stucco facades. The majority of these properties are painted in muted pastel shades, which afford each property an individual character and adds vibrancy to the square.

Manley Street and Auden Place

Manley Street is a small street that is accessed from Chalcot Road and is diverse in architectural style. On the north west side of the road, the pavement is raised up with steps, providing access to a small terrace of railway workers cottages. These cottages are two storeys high with basements and are constructed of multicoloured stock brick. The Primrose Hill Studios neighbour the cottages to the south and present a blank rear wall to Manley Street.

Auden Place is located on the south east side of the road and is a modern two storey residential development constructed in brown brick around a series of courtyard spaces and surrounded by soft and hard landscaping. The whole development is discrete, as it is largely shielded from views by terrace properties on the principle roads and is lower in height than those terraces, being located in a basin below the level of Chalcot Road.

Significant views:

- Chalcot Road: view north west towards Chalcot Square
- Fitzroy Road: view south west towards Primrose Hill
- Fitzroy Road: view north east towards Roundhouse
- · Into mews and alleyways from principal and secondary roads
- Gloucester Avenue: view south west into Edis Street
- **Gloucester Avenue:** view downhill from the north end of the Avenue looking south towards bend in road and stepped buildings
- **Gloucester Avenue:** view uphill from junction with Fitzroy Road looking north west towards bend in road and stepped buildings
- Princess Road: view north east towards 44A Gloucester Avenue



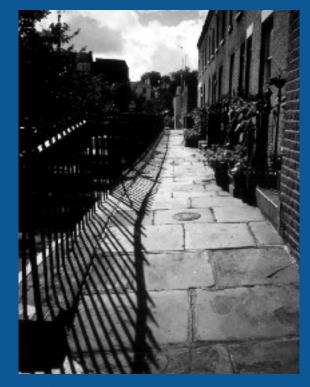
Chalcot Square and Gardens



Chalcot Square



Chalcot Square



Manley Street



Negative buildings:

A number of buildings are considered to detract from the character and appearance of this part of the Conservation Area due to inappropriate qualities such as bulk, scale, height, materials, the way in which they address the street or application of architectural details:

- 1 Dumpton Place
- Works at north end of Egbert Street
- 46 Gloucester Avenue

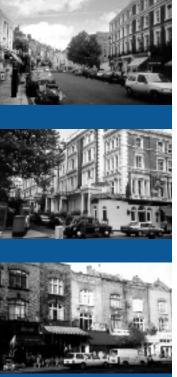
INTRODUCTION

- 46-50 (even) Princess Road
- 1-10 (consecutive) Waterside Place

SUB AREA THREE Regent's Park Road North



This sub area is located to the north of the Conservation Area. The southern part of the area slopes steeply from east to west, towards Primrose Hill. The north boundary is defined by the railway line and the west boundary follows the former St. Pancras Borough boundary.



Principal Roads

Regent's Park Road is the principal road that curves along its entire length and is wide with groups of diagonal parking bays. This road is commercial in character, falling within a designated Neighbourhood Shopping Centre, with a large number of small shops and cafes. Many of the commercial buildings are similar in character to those in Sub Area 2, as described in the paragraphs entitled "Shops, Small Businesses and Public Houses". There are a small number of street trees in Regent's Park Road, and where these exist, they are located at the junctions of secondary roads. This allows long views of **Primrose Hill** and of trees in front gardens at the north end of the road.

On the west side of Regent's Park Road, the Queens Public House marks the break with the green character of Primrose Hill and St. George's Terrace Gardens, and frames the entrance to the commercial part of Regent's Park Road. This public house has a decorative façade on the south elevation that is similarly detailed to the neighbouring facades in St. George's Terrace, and has highly decorative stucco columns and glazing to the Regent's Park Road elevation.

The commercial buildings within Regent's Park Road vary in character. On the west side, between the Queens Public House and No.89, there are a number of small terrace groups of three storey brick buildings and an unusual two storey property at No.75, which has a double pitched mansard roof and single dormer windows. These properties are stepped according to the topographical incline and are simply detailed with a mixture of original window arrangements, including sash and casement windows. These properties have projecting shop units at ground floor level, which are likely to have been built at the same time, or shortly after, the erection of the main buildings. These shop units contain some original shopfronts.

Two prominent corner buildings define the entrance to **Erskine Road**. The first is No.89 Regent's Park Road (the Lemonia restaurant), which is a former public house. This building is three storeys

high and has a symmetrical white stucco façade with decorative pilasters, hipped roof and prominent chimney stacks. The second is No.91 Regent's Park Road, which is an end of terrace property of four storeys with prominent gable features to the front and side elevations.

There are three dominant commercial terrace groups within this section of Regent's Park Road. These terraces are four storeys high and consist of at least 10 properties that sweep around the curve of the road. Within these terraces, the shopfronts are flush with the main façade and form part of the original design of the terrace. A number of original shopfronts are retained. The first terrace is located on the west side, from Nos.91-109 Regent's Park Road.



This terrace is constructed in London yellow stock brick with multicoloured brickwork string courses, classical stucco detailing to first and second floor windows, and projecting eaves to some properties. The second terrace group is located on the east side of the road, between Berkley Road and Sharpleshall Road. This terrace has a uniform character and is constructed in London yellow stock brick with a prominent stepped parapet line, multicoloured brickwork string courses and arched window heads with stucco detailing at first floor level. The third terrace group is located between Sharpleshall Street and Rothwell Street and contains four residential properties at its southern end. The terrace is constructed in yellow stock brick with stucco detailing to all windows, first floor railings, and prominent stepped stucco cornice and parapet lines.

Regent's Park Road is terminated at its north end by the junction with **Gloucester Avenue**. Views north are of the metal pedestrianised bridge over the railway line and distant high buildings. On the west side of the road are a number of commercial and residential buildings, a hall constructed in decorative brickwork, a single villa and a former 1930s petrol station. A number of these buildings formed part of a 19th century boys home, which surrounded a large courtyard area and had buildings facing onto King Henry's Road and Regent's Park Road. Some indication of this courtyard still remains, with an open area to the rear of the former petrol station.

On the north east side of the road is a group of residential villa style properties which are three storeys high and form three small groups set back from the road behind substantial front gardens bounded by medium height brick walls and containing numerous mature trees. Two of these villa groups form almost symmetrical compositions of five buildings with white/cream painted stucco facades, bay windows and stucco porches. The third group is a semi detached pair which is similar in style to the Bassett villas on Gloucester Crescent, being constructed in London yellow stock brick with highly decorative brickwork and painted stucco features. The rear gardens and side elevations of these properties are also highly visible from Gloucester Avenue and the last pair have been designed with numerous decorative features to these elevations, including pediments and bay windows.

Secondary Roads

Numerous secondary roads radiate from Regent's Park Road and enclose relatively small and irregularly shaped blocks with central mews developments. Generally, development in these roads is residential in character and is set back from the line of development on the principle roads, allowing views of the rears of those properties and their rear garden spaces.

A number of roads that run north of Regent's Park Road are cul-de-sacs, which terminate at the old St. Pancras Borough boundary. These roads are terminated by simple garden boundary walls and rear elevations of properties on Ainger Road.

These secondary roads are described in turn:

Roads Radiating North of Regent's Park Road:

St George's Terrace is a cul-de-sac that slopes from east to west and lies opposite Primrose Hill. The roadway is narrow and runs parallel to Primrose Hill Road, being separated from that larger road by St. George's Terrace Gardens. These small private gardens are designated under the London Squares Act. They are linear in form and contain a number of large London Plane trees, which provide a visual link with the trees on the neighbouring Primrose Hill and screening for the listed houses on St. George's Terrace. Decorative railings surround the open space and two listed K2 telephone boxes lie to the east, fronting Regent's Park Road.

St. George's Terrace is a listed group of 11 terrace houses that front onto St. George's Terrace Gardens and Primrose Hill. These properties are four storeys high with raised ground floors and basements with lightwells surrounded by ornate railings. The terrace forms a grand symmetrical composition that is stepped in accordance with the slope of the land and has two mid terrace properties recessed to the main elevation. The buildings are constructed in London yellow stock brick with groups of three windows to each floor and highly decorative stucco work to porches, balustrades at first and second floor levels, projecting quoins, window surrounds, and parapets.

Chamberlain Street is a small cul-de-sac containing two listed terraces, one on each side of the road. The entrance to the road is marked by two street trees, but otherwise the main source of greening is in views of the rear gardens of properties in Ainger Road. The listed terraces are three storeys high with raised ground floors and basements with lightwells surrounded by decorative railings. The buildings are almost symmetrical in form and are



constructed in London yellow stock brick with multicoloured brick courses, projecting end pediments, and pitched roofs with overhanging eaves and brackets. Other decorative features include stucco porches, cornices and window surrounds.

Erskine Road provides a link across the old St. Pancras Borough Boundary to Ainger Road and is subsequently more lively in character than the neighbouring cul-de-sacs. The road is fairly wide and contains a few street trees, mainly Silver Birch with some smaller species. On the

south side of the road is a terrace of typical mid 19th century buildings with rusticated ground floors. Some properties have been converted for commercial uses with the addition of later shopfronts. Access is also provided to the redeveloped Erskine Mews, via an archway. On the north side of the road is an access alleyway to the works at the rear of Nos.91-109 Regent's Park Road and a large industrial style building with an ornate symmetrical stucco façade.

Roads Radiating South of Regent's Park Road



Chalcot Crescent is a narrow street that radiates straight from Regent's Park Road, then meanders northwards to meet Chalcot Square, forming two crescents. Views are limited within the crescents and an enclosed character is created by the sharp curves, the narrow width of the highway and the close proximity of the buildings to the street. In contrast, views out of the crescent are towards the greenery and openness of Primrose Hill and Chalcot Square. There are no street trees within Chalcot Crescent

and the majority of properties have front lightwells with railings. However, to the straight section of the street there are a small number of front gardens and one tree.

All of the buildings in Chalcot Crescent are listed and were built by J. Burden. To the straight section of the crescent and to the east side of the curve, are terraces of three storeys with basements. They are stucco fronted with rusticated ground floors, projecting porches with arched sides, first floor glazed doors to balconies with railings, decorative window surrounds and cornices. A number of properties to the curved section also have pitched roofs with overhanging eaves. On the west side of the crescent are two simpler mid Victorian terraces with rusticated stucco ground floors. The rears of these properties are highly visible within Chalcot Crescent and from Rothwell Street and Sharpleshall Street. These terraces are three storeys high with basements, narrow lightwells with railings.



Rothwell Street is a straight narrow road that rises towards Primrose Hill. Views west are of Primrose Hill and of the rears of buildings on Regent's Park Road, and east of the buildings addressing the curve of Chalcot Crescent. The street itself is urban in character with one street tree and terraces of mid 19th century houses with stucco ground floors.

Sharpleshall Street radiates from the commercial part of Regent's Park Road and curves at its east end to meet Chalcot Square. This is fairly wide road with a

number of street trees, including large London Planes on the north side and smaller cherry trees on the south side. On the south side of Sharpleshall Street is a terrace of mid 19th century houses with stucco ground floors and lightwells with railings. On the north side of the road is a 20th century library building and a group of late Victorian polychrome five storey brick buildings that occupy the east side of this block and form an almost symmetrical composition focusing on Chalcot Square and stretching around to Berkley Road.

Berkley Road mirrors Sharpleshall Street in terms of form and width. There are a number of mature street trees including large London Planes. Of note on the southwest side of the road is a modern church building, whilst on the north east side of the road is a terrace of mid 19th century houses with front garden areas and some trees.



Mews Developments

Within the centre of the small blocks are a number of single access mews developments. These mews are similar in character to those within Sub Area 2, the Central Area. A number of buildings within the mews have been redeveloped or refurbished in recent years, but overall the mews retain their small scale intimate character.



Significant views:

- Bridge Approach & Regent's Park Road: View south across railway bridge towards the Conservation Area and the intersection of Gloucester Avenue, Regent's Park Road and King Henry's Road
- St. George's Terrace: Views of the terrace from Primrose Hill and Regent's Park Road
- Views from secondary roads of **Chalcot Square, Primrose Hill** and **Regent's Park Road** and conversely, views into secondary roads from these spaces
- Regent's Park Road: View into St. George's Mews
- Regent's Park Road: Views north into Regent's Park Road when approaching from Primrose Hill Park
- Regent's Park Road: Views north of the railway bridge
- Regent's Park Road: Views south of Primrose Hill

Negative buildings:

One building is considered to detract from the character and appearance of this part of the Conservation Area due to inappropriate qualities such as bulk, scale, height, materials, the way in which they address the street or application of architectural details:

Electricity Sub Station in Berkley Road





INTRODUCTION

This small sub area is located to the east of the Conservation Area and is largely flat with a small incline from north to south at the southern end of Gloucester Crescent. The railway line forms the west boundary, which is linked to the main body of the Conservation Area by a road bridge. Although the area is geographically isolated from the main body of the Conservation Area, it is linked in terms of historical development and architectural form, and is significantly different in character to the neighbouring Camden Town and Regent's Park Conservation Areas.

This sub area has abundant trees and vegetation and a lower density of development in comparison with the main body of the Conservation Area. The majority of buildings are set back from the highway with large front garden spaces containing mature trees. Rear gardens are also visible through gaps between building groups.

The buildings vary and include small cottages and terrace properties, grand residential terraces, villas, and business premises, many of which are statutorily listed and are the oldest in the Conservation Area. The description of this sub area will be on a street by street basis.

TOPOGRAPHY AND CHARACTER

Inverness Street

The boundary of the Conservation Area cuts across the west end of Inverness Street. This is a wide road that forms a transition from the lively urban character of Camden Town to the more sedate leafy character of the Conservation Area. Views along Inverness Street are therefore of significance, particularly the view west that is terminated by villas on Gloucester Crescent and the backs of properties on Regent's Park Terrace.

Within Inverness Street there are a number of listed mid 19th century terrace houses, located close to the highway with narrow lightwells and railings. These properties are detailed with rusticated stucco at ground floor level, stucco detailing to window openings and cornices and iron balconies. Nos.37-43 Inverness Street form a symmetrical composition, with blind windows and stucco detailing to the flank wall of No.23 Gloucester Crescent reflecting that of No.37 Inverness Street.



Gloucester Crescent

Gloucester Crescent curves from the junction with Inverness Street and joins Oval Road at both ends to form a "D" shape. Although there are no street trees, this road has a predominantly green character. The houses are set back from the highway and have substantial front gardens containing many large trees, including Lime, Horse Chestnut, Silver Birch and London Plane. These front gardens are bounded by brick walls of approximately 1.2 metres high with brick piers, timber gates and decorative features including perforated brickwork and rendered panels. A number of walls and front garden areas have been altered or lost to forecourt parking. These alterations have had a significant negative impact on the green character of this part of the Conservation Area and the setting of the buildings.

There are four main building groups on Gloucester Crescent. The first and most distinctive group is the Italianate villas by Henry Bassett at Nos.3-22 Gloucester Crescent, located on the south east side of the Crescent. These listed villas form a highly decorative brick and stucco terrace, which consists of linked symmetrical groups of buildings. These buildings sweep around the curve of the crescent and are particularly grand in elevational design and detailing. They are three or four storeys high with semi basements and raised ground floors. The facades are



constructed of London yellow stock brick with white painted decorative stucco detailing to window surrounds, porches, cornices and console brackets. Other features include metal balconies, sash windows, hipped roofs, highly decorative chimney stacks, roof pediments and towers with loggias.

The second building group consists of three listed terraces at Nos.24-41 Gloucester Crescent, located on the north east side of the Crescent. Each terrace is of six or seven buildings of four storeys high with basements and recessed entrance bays to the end of terrace properties. These terraces are simply detailed with London stock brick facades with white painted rusticated stucco at ground and basement levels, projecting porches, first floor stucco window surrounds, first floor balconies with railings and stucco cornices defining the attic storey and parapet line.



The third building group consists of three houses at Nos.50, 51 & 51A Gloucester Crescent, located on the north west side of the Crescent. The oldest of these buildings may have 19th century origins and is likely to have been associated with Regent's Park Terrace, providing garage or stable accommodation. These houses are small in scale, being two storeys high, affording views from Gloucester Crescent of trees in rear gardens and taller properties on Regent's Park Terrace and Oval Road.

The fourth building group is a series of linked semi detached villas at Nos.1,2, & 52-70 Gloucester Crescent, located at the far south east and on the west side of the Crescent. These listed villas are two or three storeys high, with basements, and are constructed in London yellow stock brick with white painted stucco detailing. They vary in form and decoration, with features including recessed entrances, rusticated stucco at ground floor, bay windows, stucco quoins and ironwork balconies. Many of the villas are linked at ground and basement levels, with significant gaps retained at the upper levels, affording views of mature trees to rear gardens and of the rears of the taller properties on Regent's Park Terrace.



On the corner of Gloucester Crescent and Oval Road is the former piano factory, which dates from 1852. The property is particularly distinctive due to its corner location, its size, at four storeys high with basements, and its circular form. The building is simply detailed and has regularly sized arched windows, which are separated by brick pilasters that run the full height of the building. A decorative stucco cornice tops these pilasters, and overall the visual effect is similar to that of a Victorian gasholder.

Oval Road and Regent's Park Terrace

Oval Road is a wide road that runs almost parallel to the railway line and forms the straight back of the "D", adjoining Gloucester Crescent at its north and south ends.

Regent's Park Terrace is located on the east side of Oval Road. The terrace is accessed by a private highway and is set back some distance from Oval Road behind a long narrow grassed garden area. This private garden makes a significant





contribution to the green character of the Conservation Area and is a London Square, as designated under the London Squares Act. This garden contains a line of very large trees, including London Plane and Robinia, which dominate Oval Road by their sheer size. The garden is separated from the pavement on Oval Road by a 1.2 metre high brick wall, which has been altered to accommodate the trunks of the largest London Plane Trees.

Regent's Park Terrace consists of 22 houses, dating from c1840-50. Nos.1-21 Regent's Park Terrace form a rigidly designed symmetrical façade with slightly projecting end houses. Each property is four storeys high, with basements, narrow lightwells and railings. Decorative features include rusticated stucco at ground and basement levels, stucco surrounds and brackets to windows, continuous first floor balcony, railings and prominent cornices.

On the east side of Oval Road, close to the pavement and adjacent to Regent's Park Terrace are five smaller listed terrace houses at Nos.2-10 Oval Road. These buildings form a continuation of Regent's Park Terrace. The relative enclosure of the Oval Road at this point provides a distinct contrast to the openness and grandeur of Regent's Park Terrace and its gardens.

Most of the properties contained within the "D" shaped block, which is enclosed by Gloucester Avenue and Oval Road, have substantial rear garden spaces containing mature trees, whilst No.1 Regent's Park Terrace has a large side garden facing onto Gloucester Crescent. These garden spaces make a significant cumulative contribution to the green character of the Conservation Area and are clearly visible from the Gloucester Crescent, where there are significant gaps between the properties on Oval Road and Nos. 50 & 70 Gloucester Crescent.



On the west side of Oval Road are a number of mid 19th century semi detached and terraced villa properties with substantial garden spaces and large gaps between building groups. These properties are constructed in London yellow stock brick with stucco detailing and projecting porches.

Significant views

- Inverness Street: view west towards Gloucester Crescent
- Gloucester Crescent: views north and south into Gloucester Crescent from the junction of Inverness Street
- Gloucester Cresent: view west of circular factory building.
- Oval Road: views into the north and south ends of Gloucester Crescent
- Oval Road: views of Regent's Park Terrace and gardens from north and south

Negative Buildings

No buildings are considered to detract from the character of this part of the Conservation Area.

AUDIT

LISTED BUILDINGS

Those buildings currently on the statutory list of buildings of Architectural or Historic Interest include:

Chamberlain Street	1-14 consecutive
Chalcot Crescent	1-39 odd, 2-46 even
Chalcot Square	1-33 consecutive
Gloucester Avenue	15-31 odd, Engineer Public House,
Gloucester Crescent	1-43 consecutive, 52-70 consecutive
Inverness Street	37-43 odd, 40-44 even, two lamp posts opposite Nos.40&43
Oval Road	2-10 even
Primrose Hill Road	Pair of K2 Telephone Kiosks at junction with Regent's Park Road
Prince Albert Road	1-8 consecutive, 10-22 consecutive
Princess Road	Primrose Hill Primary School, boundary wall and cottage neighbouring Regent's Canal
Regent's Park Road	Cecil Sharp House, 10, 36
Regent's Park Terrace	1-22 consecutive
Rothwell Street	1-15 consecutive
St. George's Terrace	1-11 consecutive
St. Mark's Square	1-11 consecutive, St. Mark's Church, 36
Sharpleshall Street	1-7 consecutive

Buildings at Risk There are no Buildings at Risk in this Conservation Area.

BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION

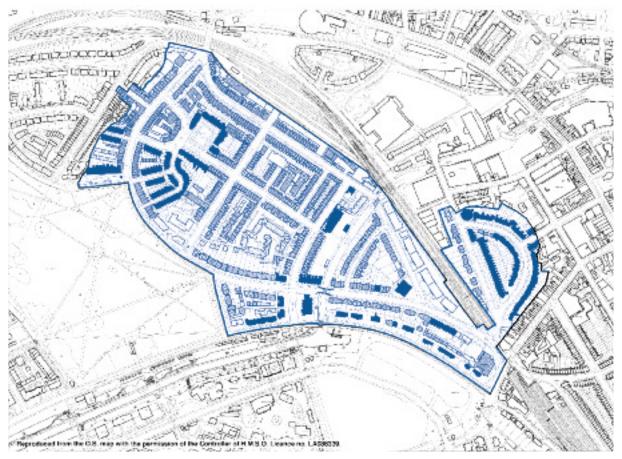
A number of buildings are notable because of their value as local landmarks, or as particularly good examples of the local building tradition. Such buildings, whilst not statutorily listed are nevertheless important local buildings in their own right and make a positive contribution to the character and appearance of the Conservation Area.

The distinct quality of Primrose Hill is that it largely retains its homogenous mid-late 19th century architectural character. For this reason, most of the 19th century buildings make a positive contribution to the character and appearance of the Conservation Area. The general presumption should therefore be in favour of retaining such buildings. Although not listed, the Government requires that proposals to demolish these buildings should be assessed against the same broad criteria as proposals to demolish listed buildings (PPG 15, paragraphs 3.16 - 3.19).

The unlisted buildings which make a positive contribution to the special character and appearance of the area are as follows:

Ainger Road	1
Albert Terrace	1-6 consecutive
Albert Terrace Mews	1, 3-9 consecutive
Berkley Grove	2,7, property located between 2 and 7, factory
Berkley Road	1-11 odd, 6, 8, Chalk Farm Baptist Church
Chalcot Square	34-39 consecutive
Chalcot Road	1-66 consecutive, Utopia Village

Edis Street	1-31 consecutive
Egbert Street	1-13 odd, 2-14 even
Eglon Mews	1-8 consecutive
Erskine Road	1-4 consecutive, Leeder House, property to rear of 91 Regent's Park Road
Fitzroy Road	1-57 odd, 2-50 even, works at 8 & 10
Gloucester Avenue	1, 33, 35, wall to side garden of 90-105 Darwin Court, 39, tower to rear of 42A, building located between 42 and 44, 43-63 odd, 44, 52-150 even (including Primrose Hill Workshops at No.110), 67-183 odd, Fitzroy Bridge
Gloucester Crescent	50, 51, 51A
Hopkinsons Place	1-29 consecutive
Kingstown Street	1-5 odd
Manley Street	4-16 even
Mayfair Mews	All buildings
Oval Road	1F, 3-31 odd
Primrose Hill Studios	1-12 consecutive
Primrose Mews	1-7 consecutive
Prince Albert Road	9, Water Meeting Bridge
Princess Road	1-65 odd, 2-34 even, 42



Listed buildings and buildings which make a positive contribution Listed Buildings Positive Contribution

Regal Lane	1, 3-7 consecutive
Regent's Park Road	1-33 odd, 2-8 even, 12-34 even, 35-47 odd, 38-70 even, 96-196 even, Queens Public House (99), 51-109 odd, 109A, 111, 113, building to rear of 119, Grafton Bridge
St. Mark's Crescent	1-31 consecutive
Sharpleshall Street	8-10 consecutive

SHOPFRONTS OF MERIT

Within Primrose Hill there are a number of shopfronts and public house frontages of townscape merit. These include:		
Chalcot Road	Princess of Wales Public House (22), 38, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51	

Erskine Road	3
Gloucester Avenue	The Engineer Public House (65), 67-77 (odd), 79, Lansdowne Public House (90), 92, 96, 138, 140, 142, 144, 146, Pembroke Castle Public House (150)
Princess Road	9, The Albert Public House (11), 23, 25, 27, 31, 65
Regent's Park Road	Queens Head Public House, 55, 63, 73, 75, 77, 79, 89, 91 (Post Office), 93, 99, 109, 113, 126, 128, 130, 132, 134, 136, 138, 150, 156, 168, 170

STREETSCAPE AUDIT

STREET SURFACES

Pavements: Dispersed coal hole covers set in York stone paviours can be found in Chalcot Crescent, Chalcot Square, Chalcot Road, Chamberlain Street, Edis Street, Egbert Street, Fitzroy Road, Gloucester Avenue, Inverness Street, Oval Road, Princess Road, Regent's Park Road, Regent's Park Terrace, Rothwell Street, St. George's Terrace and St. Mark's Crescent.

York stone paving is found in Albert Terrace Mews, Berkley Road, Chalcot Crescent, Chalcot Road (in front of Nos. 1-6 Chalcot Road), Chamberlain Street, Dumpton Place, Edis Street, Egbert Street, Gloucester Avenue (between St. Mark's Crescent and Fitzroy Bridge, inclusive), Gloucester Crescent, Kingstown Street, Manley Street, Mayfair Mews, Oval Road, Primrose Hill Road, Princess Road (in front of Nos. 2-24 Princess Road), Regent's Park Terrace, Rothwell Street and St. Mark's Crescent.

Private forecourt areas:

- Grilles to lightwells on forecourt areas of shops on Chalcot Road.
- Timber hatches to cellars can be found to public houses at No. 90 Gloucester Avenue, The Engineer Public House on Gloucester Avenue and The Queens Public House on Regent's Park Road.
- York stone paving to forecourt areas of shops on Chalcot Road, Gloucester Avenue and Regent's Park Road.

Roadways:

- Granite kerbstones and granite set gutters are found throughout the Conservation Area.
- Granite setts can be found to Albert Terrace Mews, Berkley Grove (factory courtyard), Primrose Mews and St. George's Mews. Brick setts can be found to Eglon Mews, Hopkinson's Place and Utopia Village, on Chalcot Road.

STREET FURNITURE

Bollards Bell bollards can be found on Parkway and at the junction of Fitzroy Road and Regent's Park Road. St. Pancras bollards can be found at both junctions of Gloucester Avenue and Regent's Park Road and at the junction of Gloucester Crescent and Oval Road. Other traditional style bollards can be found at the junction of Fitzroy Road and Regent's Park Road, in front of Nos. 109-119 Regent's Park Road and at Regent's Park Terrace.



streetscape







Post boxes Post boxes can be found on the corner of Erskine Road and Regent's Park Road, on the corner of Fitzroy Road and Gloucester Avenue, on the corner of Fitzroy Road and Regent's Park Road, in front of No. 39 Gloucester Avenue, Gloucester Crescent and in front of No. 9 Princess Road.

Street Lamps Lantern - style lamp posts to Albert Terrace Mews, Gloucester Crescent, Regal Lane, Regent's Park Terrace and St. George's Terrace. Large iron lamp posts with decorative detailing to Gloucester Avenue, Inverness Street, Prince Albert Road and Regents Park Road. Many of these lamp posts are in a poor state of repair. Three lamp posts with decorative detailing in Manley Street.

Telephone Boxes Red painted telephone box on corner of Berkley Road and Regent's Park Road and two listed K2 telephone boxes on corner of Primrose Hill Road and Regent's Park Road.

Other items of street furniture include seating within Chalcot Square, at the junction of Gloucester Avenue and Oval Road, within Hopkinson's Place, an electricity box at junction of Fitzroy Road and Regent's Park Road, railings to the raised footway at Manley Street, cast iron street signs and the remnants of a stone seat within the garden area at Regent's Park Terrace.

REGENT'S CANAL

To Regent's Canal and towpath, there are a number of features of interest. These include:

- · Metal steps from Gloucester Avenue with decorative animal details
- Railings to canal towpath beneath all bridges
- Mooring ties to tow path on west side of canal
- Seats to rear of Primrose Hill Primary School
- Former horse ramp to rear of Primrose Hill Primary School
- Two metal "Camden" litter bins

Opportunity Sites There are no identified opportunity sites within this Conservation Area.

CURRENT ISSUES

Being a predominantly residential and commercial area, there are strong pressures for alterations and extensions to existing properties. These alterations include:

- · Increased on street parking and pressure for forecourt parking
- · Excavation or extension of basement areas for additional accommodation and increased light levels
- Roof extensions and changes to roof profiles and detail
- Rear and side extensions
- · Elevational alterations and loss of details
- · Loss of garden space, hard and soft landscaping
- Pressure to fell and lop trees
- Alteration and replacement of shopfronts
- Signage and canopies
- Loss of uses that form part of the established character of the Conservation Area, such as retail activities and employment uses

Parking and Highways Parking controls were introduced in this area after a lengthy and controversial consultation process in July 1997. They currently operate Mondays to Fridays from 8.30 am to 6.00pm. The formal review of this scheme was completed in 1998 and the controls appear to be working well. A number of minor layout changes are being considered and will be completed later this year (2001).

The main traffic concern in the area is the level and speed of vehicles using Regent's Park Road. The Council will be bidding for Government funds to look into measures to address these problems. In addition the Council has stated that it will reassess the operation of the Delancy Street/Gloucester Avenue junction with a view to enabling more traffic to use Prince Albert Road.

GUIDELINES

Designation of a conservation area gives the Council greater power to control and manage change. It is not, however, intended to prevent all new development. Some development to single family dwellings does not require permission from the Council under the Town and Country Planning (General Permitted Development) Order 1995 (GDPO) such as small extensions and changes to windows not in the roof. This is known as permitted development. The majority of works within the Conservation Area will require planning permission, and/or conservation area consent, and it is therefore advisable to contact the Planning Service to check whether permission is needed at an early stage of proposals.

The Borough's Principal Planning Policy document is the Unitary Development Plan (UDP) which has recently been adopted and will be supported by Supplementary Planning Guidance (SPG). This statement will form part of the SPG and should be read with the policies of the UDP and further guidance contained within the SPG.

Within conservation areas the Council has certain additional duties and powers in relation to the conservation of the built environment, and the UDP Environment Chapter sets out the Council's policies and general approach. In this context UDP Policy EN31states " The Council will seek to ensure that development in conservation areas preserves or enhances their special character or appearance, and is of high quality in terms of design, materials and execution. Applicants will be expected to provide sufficient information about the proposed development and its immediate setting to enable the Council to assess the potential effect of the proposal on the character or appearance of the conservation area."

A further guidance leaflet giving general advice on works and applications in conservation areas is available from this office, and additional guidance relating to specific problems within the Conservation Area may be produced from time-to-time for inclusion within this statement.

PERMITTED DEVELOPMENT RIGHTS AND THE ARTICLE 4 DIRECTION

Single family dwelling houses have a number of permitted development rights, as specified in the Town and Country Planning (General Permitted Development) Order 1995 (as amended). This means, for example, that some alterations and small extensions can be carried out without obtaining planning permission from the Council. However many dwelling houses in the Primrose Hill Conservation Area have had some of these permitted development rights removed by Article 4 of the above Act (mainly relating to Part 1 and Part 2, concerning extensions and alterations, the provision of hardstandings and dropped kerbs, the erection of boundary walls and fences, and the painting of brickwork). This is to ensure that the Council can retain control over certain features that are considered to make a particularly important contribution to the character of the Conservation Area. Planning permission is therefore required for the alterations specified in the Article 4 Direction. Details are available from the Council regarding the properties affected by the Article 4 Direction and the development rights that have been removed. It is always advisable to check with the Council whether planning permission is required for any proposed works.

NEW DEVELOPMENT

PH1 New development should be seen as an opportunity to enhance the Conservation Area. All development should respect existing features such as building lines, roof lines, elevational design, and where appropriate, architectural characteristics, detailing, profile, and materials of adjoining buildings. Proposals should be guided by the UDP in terms of the appropriate uses.

CHANGES OF USE

PH2 The Council will seek to retain uses which form part of the established character of the Conservation Area.



LISTED BUILDINGS

- PH3 Under Section 7 of the Planning (Listed Buildings & Conservation Areas) Act 1990, listed building consent is required for demolition of a listed building, and for any works of alteration or extension which would affect its character as a building of special architectural or historic interest.
- PH4 The requirement for listed building consent is distinct from the need for planning permission and `permitted development' rights do not apply to listed building consent. Listed building consent is not normally required for maintenance and like for like repairs but, if repairs result in a significant loss of historic fabric or change to the appearance of the building, consent would be required.
- PH5 Works required to be carried out to a listed building as a matter of urgency would require listed building consent just as in any other case, even if the works are required by a dangerous structures or any other legal notice.
- PH6 It is an offence to carry out or ask for unauthorised works to be carried out to a listed building and the penalty can be severe an unlimited fine or up to 12 months imprisonment, or both.
- PH7 Advice on whether listed building consent is needed for works to listed buildings is available from the Conservation and Urban Design Team. The Council's development policies relating to listed buildings are contained in the UDP Policies EN38-40.
- PH8 Additional guidance is included in Supplementary Planning Guidance and in the Governments Planning Policy Guidance Note 15 - Planning and the Historic Environment. A separate Council leaflet is available on Listed Buildings.
- PH9 Cleaning or repainting the facade of a building may require listed building consent. Many listed buildings within this Conservation Area have soot-blackened brickwork and distinctive painted surfaces including stucco, joinery and metalwork. The cleaning of brickwork and changes in colour of painted surfaces can have a significant impact upon the character of a listed building or group of listed buildings and in some cases may be unacceptable.

MATERIALS AND MAINTENANCE

- PH10 In all cases, existing/original architectural features and detailing characteristic 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. Original detailing such as door/window pediments and finials, porches, ironwork (window cills, railings), timber framed sash windows, doors, tiled footpaths, roof slates and tiles, decorative brickwork, timber shopfronts, where retained, add to the visual interest of properties. Where these features have been removed, replacement with suitable copies will be encouraged.
- PH11 The choice of materials in new work is important and will be the subject of control by the Council. Original, traditional materials should be retained wherever possible and repaired only if necessary. Generally routine and regular maintenance such as unblocking of gutters and rainwater pipes, the repair of damaged pointing, and the painting and repair of wood and metal work will prolong the life of a building and prevent unnecessary decay and damage. Where replacement is the only possible option, materials should be chosen to closely match the original. Generally the use of the original (or as similar as possible) natural materials will be required, and the use of materials such as concrete roof tiles, artificial slate and PVCu windows would not be acceptable.
- PH12 Original brickwork should not be painted, rendered or clad unless this was the original treatment. Such new work, whilst seldom necessary, can have an unfortunate and undesirable effect on the appearance of the building and Conservation Area. It may lead to long term structural and decorative damage, and may be extremely difficult (if not impossible) to reverse once completed. Re-pointing should match the original mix

and profile as it can drastically alter the appearance of a building (especially when "fine gauge" brickwork is present), and may be difficult to reverse.

PH13 Where replacement materials are to be used it is advisable to consult with the Council's Conservation & Urban Design Team, to ensure appropriate choice and use.

DEMOLITION

- PH14 Within the Conservation Area total or substantial demolition of a building will require conservation area consent.
- PH15 The Council will seek the retention of those buildings which are considered to make a positive contribution to the character or appearance of the Conservation Area, and will only grant consent for demolition where it can be shown that the building detracts from the character of the area. Consent will not be granted for demolition unless a redevelopment scheme has been approved which will preserve or enhance the Conservation Area (see UDP Policy EN32 and SPG Demolition Guidelines).
- PH16 All applications should show clearly the extent of demolition works proposed (including partial demolition).
- PH17 The demolition of listed buildings will be resisted and the Council will seek to ensure that they are adequately maintained and in beneficial use.

ROOF EXTENSIONS

- PH18 Planning permission is required for extensions and alterations at roof level within the Conservation Area. Roof extensions and alterations, which change the shape and form of the roof, can have had a harmful impact on the Conservation Area and are unlikely to be acceptable where:
 - It would be detrimental to the form and character of the existing building
 - The property forms part of a group or terrace which remains largely, but not necessarily completely, unimpaired
 - The property forms part of a symmetrical composition, the balance of which would be upset
 - The roof is prominent, particularly in long views and views from the parks
 - The building is higher than many of its surrounding neighbours. Any further roof extensions are therefore likely to be unacceptably prominent
- PH19 For the reasons set out in policy PH18, roof extensions and alterations which change the shape and form of the roof are unlikely to be acceptable at the following properties:

the root are annihily to be t	acceptable at the following properties.
Albert Terrace	1-6 consecutive
Albert Terrace Mews	All buildings
Auden Place	All buildings
Berkley Grove	All buildings
Berkley Road	All buildings
Chalcot Crescent	All buildings
Chalcot Square	All buildings
Chalcot Road	17-22 consecutive, 35-38 consecutive, 40-45 consecutive, 51-66 consecutive,
	Utopia Place
Chamberlain Street	All buildings
Edis Street	1, 15, 28-31 consecutive
Egbert Street	Works at end of Egbert Street
Eglon Mews	All buildings
Erskine Road	All buildings
Fitzroy Road	1-17 odd, 19-57 odd, 26-50 even, Jacqueline House, Marion House
Gloucester Avenue	Darwin Court, Electricity sub stations, 1-35 odd, 36, 39-63 odd, building



Gloucester Crescent

Hopkinsons Place

Inverness Street

Kingstown Street

Primrose Hill Studios

Manley Street

Mayfair Mews

Primrose Mews

Princess Road

Regal Lane

Prince Albert Road

Regent's Park Road

Rothwell Street

St. George's Mews

St. Mark's Crescent

St. Mark's Square

Sharpleshall Street

Regent's Park Terrace

Oval Road

between 42 and 44, 44, The Engineer Public House (65), 67-77 odd, 79-85 odd, 90-100 even, 110-150 even, All buildings All buildings

PH20 Where roof extensions are acceptable, the type of extension likely to be acceptable depends upon the existing roof form and the predominant form of extension within a building group.

All buildings

- PH21 A large number of roofs, particularly to terrace properties, are hidden from view behind a parapet to the street elevations and retain a horizontal or butterfly parapet to the rear. Where acceptable, roof extensions to these buildings should be significantly set back from the street elevation in order to minimise views. Where roof terraces are provided to the front elevation, the parapet should not be raised and handrails should be located out of view. Any raised party walls should be set back from the street elevation and graduated in order to minimise views. To the rear elevation, horizontal or butterfly parapets should be retained and not raised. The rear slope of the roof extension should rise from behind the parapet wall, and should be separated from the wall by a substantial gutter. Dormer windows are not usually characteristic of these extensions. Pairs of small conservation- style rooflights to the rear roof slope are most appropriate.
- PH22 Where the property has a visible pitched roof, extensions or alterations which fundamentally alter the roof form are unlikely to be acceptable. Dormers or conservation-style roof lights are the most common forms of alteration to these roofs. Further dormers or conservation-style roof lights at the rear will normally be allowed if sensitively designed in relation to the building and other adjacent roofs. Dormers at the front and the side will not be allowed where a cluster of roofs remain largely, but not necessarily completely, unimpaired. Existing original details should be precisely matched.
- PH23 The retention or reinstatement of any architecturally interesting features and characteristic decorative elements such as gables, parapets, cornices and chimney stacks and pots will be encouraged.

ROOF TERRACES

PH24 Planning permission may be required for the formation of roof terraces. It is advisable to consult the Planning Service to confirm if this is the case. The creation of high level balconies where they will be visually intrusive or result in partial removal of the roof will be resisted. The enclosure of roof terraces should be constructed in metal set back behind the parapet and the access to the terrace should be designed to relate to the main building.

REAR EXTENSIONS/CONSERVATORIES

- PH25 Extensions and conservatories can alter the balance and harmony of a property or of a group of properties by insensitive scale, design or inappropriate materials. Some rear extensions, although not widely visible, so adversely affect the architectural integrity of the building to which they are attached that the character of the Conservation Area is prejudiced.
- PH26 Rear extensions should be as unobtrusive as possible and should not adversely affect the character of the building or the Conservation Area. In most cases such extensions should be no more than one storey in height, but its general effect on neighbouring properties and Conservation Area will be the basis of its suitability.
- PH27 Extensions should be in harmony with the original form and character of the house and the historic pattern of extensions within the terrace or group of buildings. The acceptability of larger extensions depends on the particular site and circumstances.
- PH28 Rear extensions will not be acceptable where they would spoil an uniformed rear elevation of an unspoilt terrace or group of buildings.
- PH29 Side extensions will not be acceptable where they are unduly prominent, unbalance the composition of a building group, or where they compromise gaps between buildings through which views are afforded of other properties, rear gardens, mature trees, or the Regent's Canal.
- PH30 Conservatories, as with extensions, should be small in scale and subordinate to the original building and at ground floor level only. The design, scale and materials should be sensitive to the special qualities of the property and not undermine the features of original building.

TREES AND LANDSCAPING

- PH31 Any person wishing to do works to a tree, such as pruning or felling, must give the Council six weeks notice of the works before it is carried out. Further advice is available from the Tree Officer on 020 7974 5616.
- PH32 The Council will consider the removal of existing trees only where necessary for safety or maintenance purposes or as part of a replanting/nature conservation programme.
- PH33 All trees which contribute to the character or appearance of the Conservation Area should be retained and protected. Developers will be expected to incorporate any trees sensitively into the design of any development, and demonstrate that no trees will be lost or damaged before, during or after development. BS 5837: 1991 shall be taken as the minimum required standard for protection of trees.
- PH34 All new development should have a high standard of external space (landscape) design, which should respect the character and appearance of the Conservation Area.
- PH35 Applications for development should take into account the possible impact on trees and other vegetation, and state clearly whether any damage/removal is likely and what protective measures are to be taken to ensure against damage during and after work. BS 5837: 1991 shall be taken as the minimum required standard for protection of trees. All trees within 10 metres of a development proposal should be clearly identified. This also applies to underground development.

FRONT GARDENS AND BOUNDARY STRUCTURES

PH36 Boundaries in the Conservation Area are predominantly formed by brick walls or railings set into a plinth. Alterations to the front and side boundaries between the pavement and the house can dramatically affect and harm the character of the Conservation Area. Proposals to erect new boundary structures or replace or alter existing boundary structures should respect the original boundary style. Where original boundary structures have been lost these should be reinstated to match the original. PH37 Particular care should be taken to preserve the green character of the Conservation Area by retaining garden spaces. The conversion of front gardens into hardstanding parking areas will not be acceptable where it involves the loss of boundary structures, causes harm to trees or reduces the area for soft landscaping in this urban residential area. Furthermore, the parking of vehicles at the front or side of a property adversely affects the setting of the building and the general street scene. The Council will resist any further loss of boundary walls and conversion of front gardens into hardstanding parking areas within the Primrose Hill Conservation Area.

BASEMENT LIGHTWELLS, RAILINGS AND VAULTS

- PH38 The majority of properties within the Conservation Area have lightwells surrounded by railings to the front elevation. A number of villa properties also have lightwells surrounded by railings to the side elevations. Where original lightwells, railings and vaults exist, these should be retained. Where altered or lost, the Council will seek the reinstatement of these features.
- PH39 Infill or extension of basement lightwells will not normally be acceptable. These works are often unduly prominent, detract from the original design of the building, the established character of the street or involve the loss of significant garden space or historic fabric.
- PH40 Excavation of a basement lightwell is unlikely to be acceptable where this is not a characteristic of the building type or street, i.e, to the side elevation of a terrace property or to the forecourt of a shop or public house.
- PH41 The erection of a staircase within an existing lightwell may be acceptable where this is an established characteristic of the building group and where the lightwell is sufficiently wide. Staircases should be constructed in painted metal or stone with appropriately detailed handrails, according to the established pattern of construction. Gates within railings should be detailed to match the existing railing pattern and should have discreetly designed hinges and catches. Original fabric should be reused where possible and all new materials should match existing. Plinths should be cut and rounded to allow for access.
- PH42 Infill of the basement area beneath the entrance bridge may be acceptable where this is an established characteristic of the building group. Infill structures should be recessed beneath the entrance bridge arch and should be simply detailed for minimum visual impact.

SHOPFRONTS/ADVERTISEMENTS

- PH43 The installation of a new shopfront and most alterations to the existing shopfront will need planning permission. The installation of external security shutters also requires planning permission. SPG contains more detailed advice on the design of shopfronts and signage.
- PH44 Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the street, through respect for the proportions, rhythm and form of the original frontages. Any shopfront of historic interest or architectural quality should be retained and if necessary repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront will be strongly resisted. Shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the Conservation Area.
- PH45 Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.

SHOPFRONT SECURITY

- PH46 The introduction of security measures can detract from the appearance of the Conservation Area. The Council will prefer the use of security measures that do not require external shutters or grilles such as: a. the strengthening of shopfronts;
 - b.the use of toughened or laminated glass;
 - c. internal grilles or collapsible gates these do not normally require planning permission unless they result in a material alteration to the external appearance of the shopfront;
 - d. improved lighting.
- PH47 There will be a general presumption against the use of external security shutters, grilles or meshes on shopfronts. Applicants would have to demonstrate that the above measures are not feasible for external security shutters, grilles or meshes to be considered. A separate leaflet is available on Shopfront Security.

SATELLITE DISHES

PH48 Dishes are not normally acceptable where they are positioned on the main facade of a building or in a prominent position easily seen from the street. The smallest practical size should be chosen with the dish kept to the rear of the property, below the ridge line and out of sight if at roof level. Planning permission may be required. Advice from the Conservation and Urban Design Team should be sought before undertaking such works.

ESTATE AGENTS BOARDS

PH49 A profusion of boards can have a detrimental impact upon the Conservation Area in terms of visual clutter. Only one advertisement, of specified dimensions and height, per property to be sold or let has deemed consent under the Regulations. Applications for consent to exceed the deemed consent level will usually be refused in Camden. The Council will, where appropriate, use its powers to prosecute agents who display boards illegally. For more information see SPG.

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FOR FURTHER INFORMATION CONTACT

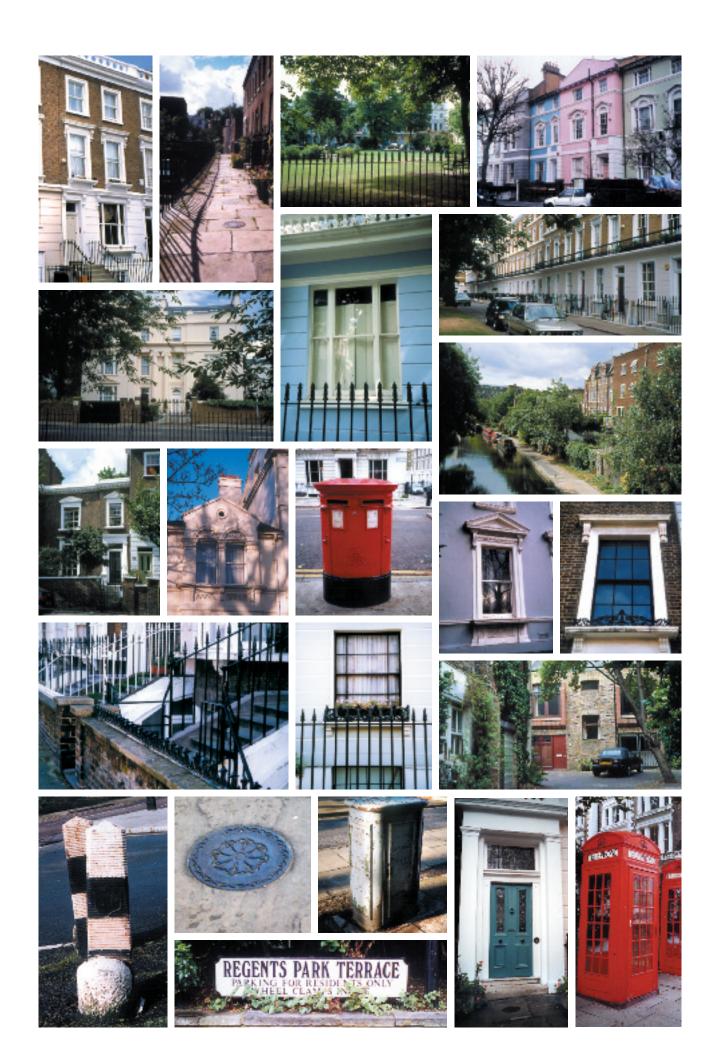
Conservation & Urban Design Team London Borough of Camden Environment Department Town Hall Extension Argyle Street London WC1H 8ND. Telephone: 020 7974 1944 Email: env.devcon@camden.gov.uk

USEFUL CONTACTS

English Heritage 23 Savile Row London W1X 1AB Telephone: 020 7973 3000 Fax: 020 7973 3001

Primrose Hill Conservation Area Advisory Committee can be contacted via CINDEX, which is available through Camden Libraries, Camden Information Point and by direct internet access at http://cindex.camden.gov.uk

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