

WEST KENTISH TOWN CONSERVATION AREA STATEMENT



**CONSERVATION AREA DESIGNATED
& CONSERVATION AREA STATEMENT
ADOPTED: SEPTEMBER 20TH 2005**

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WEST KENTISH TOWN 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 West Kentish Town 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 this 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 has been adopted by the Council as SPG and gives additional detailed guidance in support of UDP policies.

This Statement describes the character of the area, provides an outline of the key issues and identifies development pressures that are currently a cause for 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 the appearance of streetscape with respect to surfacing materials, furnishings and lighting. 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. Also included are illustrations of best practice in a variety of sensitive locations such as within Conservation Areas.

LOCATION

The West Kentish Town Conservation Area is located between Kentish Town to the east and Belsize Park to the west on a gentle east-facing slope. The valley of the River Fleet separates the Conservation Area from the centre of Kentish Town. Chalk Farm and Camden Town lie to the south. The Conservation Area stretches from Prince of Wales Road to Queen's Crescent, bounded to the west by a section of Malden Road. Talacre Road, with the Talacre Open Space, forms the easterly boundary.

PLANNING HISTORY

Designation date: The West Kentish Town Conservation Area was designated by the London Borough of Camden on 20th September 2005 following public consultation. The Conservation Area Statement was adopted on the same date.

HISTORY

West Kentish Town lies in the valley of the River Fleet and derives its name from this waterway as *Ken* means a ditch or the bed of a waterway. The river was the reason for the siting of early settlement here, providing a water source and means of communication. At the time of the Norman Conquest this area of North London was mostly forest, and the Domesday Survey of 1086 records four manors in the present Kentish Town area. Of these, Tottenhall Manor came into the possession of Isabella, Countess of Arlington at the time of the Restoration in 1660. Isabella left it to her son, Charles Fitzroy, one of Charles II's many progeny. It was still in Fitzroy ownership in the late eighteenth century when a later Charles Fitzroy became Lord Southampton, and much of the present townscape of the West Kentish Town Conservation Area is the result of development by subsequent members of the same family.

During the eighteenth century Kentish Town became fashionable as a rural retreat where many wealthy London citizens built houses for the summer months, particularly those with consumption and other disorders, to take the benefit of the wholesome fresh air and pure water. Another reason for the area becoming fashionable was the Kentish Town races, first established in 1733.

Comparison of the 1834 Davies Map, 1849 St Pancras Parish Map and 1870 OS Map of Kentish Town and Camden, show the dramatic changes in the Kentish Town area from a landscape of fields to houses in a remarkably short space of time. Essentially the transformation took place between 1820 to 1870. Following an initial burst of new housing in the 1820s-30s, in around 1840 important landowners such as Lord Southampton produced plans for the development of elegant streets of detached or semi-detached 'villa residences' in Kentish Town. However, the rich favoured choicer spots such as St John's Wood and ultimately these grandiose schemes were never built and were replaced by less prestigious developments where landowners engaged speculative builders to build on a 'building lease system'. For these

buildings, ownership of the buildings and land reverted to the landowner at the expiry of the lease. The result was piecemeal development, mainly in terraces of three or four storey houses. The spacious layout of Prince of Wales Road (1834-54), Malden Road (1840) and Marsden Street (mid-1840s) remained the same but instead of the construction of detached villas, the land was filled with continuous terraces with extra streets slotted between the lots, with cul-de-sacs and narrow alleys in what should have been the villas' large garden areas.

The social consequence of such rapid development ultimately led to the creation of a degree of overcrowding and poverty. The population of the borough of St Pancras (Kentish Town) grew from 46,000 in 1811 to 199,000 in 1861 and to 236,000 by 1881. A root cause of this increase was Victorian industrialisation together with the coming in the mid-19th century of the various railway lines, including the London to Birmingham line (1833-7), the Camden Town to Gospel Oak line (1850s) and the Kentish Town to Hampstead line (1860). The presence of these various railway lines became a dominant force in this part of London and the areas to the north of the great London terminals of Kings Cross, St Pancras and Euston, developed as residential suburbs where many of the railway workers lived. Pevsner notes that '*the new suburbs were not a match for the smarter areas of West London...for the most part the nineteenth century suburbs consist of simple grids of streets lined with the usual London brick terraces with stucco dressings*'.

War time bombing and slum clearance in the 20th century removed some of the terraced housing, which is now largely surrounded by groups of modern flats. The Talacre Open Space forms the easterly boundary to the northern part of the Conservation Area and represents the only green space, with play areas and some trees.

*(Insert maps showing historic development:
1834 BR Davies Map
1849 St Pancras Parish Map
1870 OS Map of Kentish Town and Camden
1913 OS Map of Kentish Town and Camden)*

Bibliography:

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CHARACTER AND APPEARANCE OF THE AREA.

INTRODUCTION

The West Kentish Town Conservation Area is characterised by long terraces of well detailed mid-19th century houses, such as those on Malden Road, Bassett Street, Allcroft Road, Coity Road, Rhyl Street, Marsden Street and Talacre Road, some now converted into flats, with some commercial properties mainly in Malden Road. St Leonard's Square, off Malden Road, is the only formal square and retains a character all of its own due to its more peaceful, private setting. There is only one religious building, the Evangelical Church in Bassett Street, built as the Albert Hall. Rhyl Street Primary School is a large late 19th century four storey building which dominates the road, providing a major break in the long terraces of residential property. The school, and the Fiddler's Elbow Public House on the corner of Prince of Wales Road and Malden Road, are the only listed buildings. Busy traffic is noticeable along Malden Road and Prince of Wales Road.

BUILDING TYPES

Most of the buildings were constructed as houses between 1840 and 1870, using yellow London stock brick in the late Georgian style. The buildings are generally three or four storeys high, and sometimes include basements. Most have stucco surrounds to the windows and front doors, with stuccoed parapet cornices with simple but robust mouldings. The "butterfly" or "M" roofs, which consist of two shallow pitches (in slate) meeting in a central gutter which runs from the back to the front of the building, are largely hidden. Some of the larger, more prestigious houses, such as those facing Prince of Wales Road, Talacre Road, and Bassett Street, have channelled stucco to the ground floors with tri-partite or margin light sash windows to the ground floor. Nos. 66-70 Talacre Road are typical, with pedimented hood moulds over the large first floor sash windows. Almost all of the houses are therefore composed from the same palette of yellow (now brown) stock brick, white painted window and door architraves, and white painted stuccoed parapets, with the only variation in colour being provided by the front doors.

On the south side of Prince of Wales Road are a small group of semi-detached houses (nos. 87-97) with a single stuccoed villa of the late 1830s or early 1840s (no. 20 Malden Crescent). This represents the only "villa" within the Conservation Area and is probably the earliest building within it. The most complete and well detailed buildings are nos. 94-110 Prince of Wales Road, nos. 1-49 Marsden Street, and nos. 1-9 Talacre Road. Some of these have cast iron front boundary railings and the occasional first floor balconette, also in cast iron. All of these buildings were recently assessed for statutory listing, but rejected as they were considered to be lacking in sufficient merit.

The only two listed buildings are both in the more northerly section of the Conservation Area. The Fiddler's Elbow Public House of c.1845 sits in a prominent position overlooking Prince of Wales Road, and Rhyl Street Primary School is a very large, red and brown brick building of c.1900. Both are listed grade II.

There are a number of 20th century buildings within the Conservation Area, although the boundary has been tightly drawn to exclude the estates of 20th century housing which largely surround it. Of note is the new house in Marsden Street (no. 4), an unashamedly modern structure which sits well within the remaining 19th century buildings.

STREET BY STREET DESCRIPTIONS **(North to south)**

Introduction

The Conservation Area was still fields in 1832 and development appears to have started from the south and worked northwards. By 1849 Prince of Wales Road, Malden Road, Talacre Road and Marsden Street had been set out. Nos. 87-97 Prince of Wales Road represents the earliest phase of development when semi-detached houses were considered desirable. No. 20 Malden Crescent is a unique survival from a group of detached houses which once stretched further south. Stylistically, it dates to the late 1830s or early 1840s with its drip moulds over the windows and steeply pitched slated roofs. The main phase of building in the Conservation Area came between 1862 and 1870 when rows of stock brick terraced houses were added.

Allcroft Road.

This was built between 1862 and 1870 and links the busy commercial centre of Queens Crescent with the quieter residential streets to the south. A long terrace of London stock brick houses (nos. 2-44) lies along the west side, facing late 20th century blocks of flats, which are excluded from the Conservation Area. The buildings are arranged in a unified terrace, three storeys high, with each pair of houses at a slightly reducing level. These step down the very gentle slope towards the junction with Coity Road and sit back slightly from the road, with small front gardens mainly defined by a variety of low brick walls and shrubbery. The last seven houses nearest to Coity Road are only two storeys high. A notable swath of trees on the eastern side of the road is important in views along the street. The houses are all two windows wide, with tri-partite sashes to the ground floor and four over four sashes above. The yellow brick is decorated with stucco dressings: windows and door architraves, eaves cornice, and, above the ground and first floor window and front doors, simple hood moulds supported on console brackets. Some of the buildings retain their bracketed eaves cornice detail, but many have been simplified over the years so that the cornice is merely defined by a deep moulding.

Coity Road.

Only the buildings on the north side of Coity Road (nos. 40-56) lie within the Conservation Area, as facing these is part of a late 20th century housing development which stretches from Bassett Street to Grafton Road. Although the blocks of flats within the estate are of necessity relatively large and bulky, the grassed areas and trees between the blocks are important in that they provide a pleasant ambience to this part of Kentish Town.

Nos. 40-56 Coity Road date to between 1862 and 1870 and comprise a terrace of two storey plus basement houses built from yellow London stock brick with stuccoed architraves and deep stuccoed parapets. The roofs are almost completely hidden. The ground floors are slightly raised with five steps up to single storey flat roofed porches. These porches, and the sash windows which are divided into three panes per sash, strengthening the vertical emphasis, are the principal architectural features, along with some decorative cast iron railings to the steps and front areas, some of which appear to be original.

Bassett Street.

This street was also developed between 1862 and 1870. The small front gardens, street trees, and the modern housing development on the east side, make views along it particularly interesting. Additionally, the Rhyl Street Primary School forms an important focal point at its southernmost end.

The long terrace on the west side (nos. 1-59) is divided by the former Albert Hall possibly suggesting a slightly later building phase to the northern section, which is much plainer. To the south, the buildings are made up of almost identical three storey houses, each two windows wide with a deep stuccoed parapet. The sash windows are very plain two over two sashes, some replaced in uPVC or aluminium. The ground floors are also stuccoed (some of it channelled) with hood moulds to the tri-partite windows, sometimes supported on console brackets. Further north the buildings are still built from stock brick, but without the stucco architraves.

The most significant building is the former Albert Hall (noted on the 1870 map), now the Evangelical Church. In contrast to its neighbours, it copies the Gothic details of the later 19th century, with a projecting front porch supported on stuccoed columns decorated with foliage capitals and a deep moulded parapet. The building is three storeys high and built from brown brick with shallow pilasters supporting a stone entablature with a flat parapet above. Modern windows and front doors detract slightly from its architectural character.

Malden Road and St Leonard's Square.

Malden Road is a busy traffic route with a mixture of commercial and residential properties. Only the east side of Malden Road retains its historic buildings (nos. 2-108), the west side being composed of a number of modern buildings, mainly large blocks of late 20th flats, which lie outside the Conservation Area. In some parts of the street, the height and bulk of these newer buildings is somewhat oppressive, particularly in the afternoon when deep shadows are created across the street.

The road is shown on the 1849 map but the only buildings are nos. 24-40, marked on the map as Newberry Place. By 1862 nos. 2-22, and nos. 60-108 (the Robert Peel Public House) had been constructed. The last remaining section, nos. 42-58, were built between 1862 and 1870.

This variation in date provides a corresponding variety in architectural detailing although the basic form – three storeys, in long terraces – remains consistent, punctuated by two public houses – the former Newberry Arms (No. 40) and the Robert Peel (no. 108). Some of the houses, particularly towards Prince of Wales Road, have been converted into shops. The buildings sit on the back of the pavement, with a few street trees which are rather scattered along the street.

Nos. 2-22 Malden Road

Starting from the south, nos. 2-22 date to between 1849 and 1862. They are three storeys high, two windows wide, with roofs concealed behind flat parapets. Stucco architraves (many of which have been reduced to simple paint) decorate the windows. There is an assortment of ground floor shops with modern shopfronts. Behind the terrace, the former Newberry Mews was developed as new award-winning housing in 2005.



St Leonard's Square

St Leonard's Square is the only example of this form of development in the Conservation Area. The street layout of the 1849 map suggests that originally it was envisaged that the street would connect through to Talacre Road, but this was prevented by further buildings being added to the terrace formed by nos. 3-9 Talacre Road which were built in the 1840s. The buildings of the Square, which were constructed between 1849 and 1862, are extremely pleasing in their cohesion and lack of alteration although the detailing varies slightly from the north to the south side, suggesting a slightly different phase of construction. Modest front gardens, largely defined by low brick walls and planting, create a pleasant setting. On the north side, the continuous terrace is three storeys high, built from yellow stock brick, with stucco architraves to

the windows and front doors. Each building is two windows wide, with margin light sashes to the first and second floors, and a single tri-partite sash to the ground floor. A flat parapet, also stuccoed with a deep moulded cornice, hides most of the roofs. Along the east return, and the south side, the buildings are similar in bulk and form, but built from a greyer brick without any decorative architraves to the windows. Instead the windows are defined by stuccoed flat arches, painted white, with curved arches to the ground floor. Margin lights again predominate and at roof level, the flat brick parapet is decorated with a stone modillion cornice.



Nos. 26-38 Malden Road.

Nos. 26-38 Malden Road were built by 1849 and represent the earliest phase of building along Malden Road. They follow the style set by the houses in nearby Marsden Street – three storeys, two windows wide, with first floor balconettes defining the large six over six sashed windows. Otherwise the buildings are quite plain, with simple stuccoed architraves to the windows and front doors, and a single, flat band just below, or marking, the parapet. No.38 has a modern shopfront. The buildings sit back slightly from the road, with very small front gardens which do provide opportunities for planting and shrubbery. On the corner with Marsden Street, the former Newberry Arms Public House (No.40) was redeveloped as an apartment building in 2005.

Nos. 42-58 Malden Road.

Nos. 42-58 Malden Road were developed last and date to between 1862 and 1870. They are also three storeys high, built from stock brick, and two windows wide. Stuccoed embellishments provide some decoration. Modern shopfronts dominate nearly all of the properties which have been further altered by the addition of modern mansard roofs. However, several street trees help to shield these changes.



Nos. 60-108 Malden Road.

Nos. 60-108 Malden Road were built by 1862. They constitute a long terrace of similar houses, each three storeys plus basement high and two windows wide. Stucco architraves and parapets can be found and unusually, each party wall is defined by a slight rise in the parapet line. Small front gardens, some retaining their original cast iron railings with very decorative spear heads, provide a slight respite from the busy road. There are good examples of original front doors in this group, such as no. 68, with its glazed upper panels and a door frame which is made from elegant pilasters which terminate in a simple entablature. The Robert Peel Public House sits on the corner with Queens Crescent and is another focal building, Stylistically very similar to its neighbours, the building is rendered and painted cream, with a modern pub front, and each window has tri-partite sashes with modern glazing patterns.

RHYL STREET.

The 1870 map shows a continuous terrace along the south side of Rhyl Street but in c.1900 the middle section was demolished and the school built. This substantial building and its boundary walls is listed grade II, and is built from yellow brick, with red brick dressings with two projecting bays at either end complete with Ionic pilasters and a stone pediment. The shallow pitched slate roofs are largely hidden behind a brick parapet. Unlike many late 19th century schools, the timber sash windows appear to be largely original. Initially, the three storey building catered for infants on the ground floor, with girls on the first and boys on the second floor, but it is now used as a mixed primary school.



Other notable features in Rhyl Street include the many street trees, some of which are copper beeches, the two groups of remaining terraced houses, similarly detailed to nos. 42-58 Malden Road, which lie immediately adjacent.

MARSDEN STREET.

Marsden Street was built as Durnford Place and by 1849 nos. 13-41 had been built on the south side. On the north side, nos. 10-22 are the remaining portion of a longer terrace which was also in place by this date. The street is shown complete in 1862. The north-west end of the terrace was demolished in c.1900 to provide a playground and some open space for the children at Rhyl School. More recently, a block of flats, of interesting design, has been built on open space at the north-east end of the street and another modern house, (no. 24) added to the end of the terrace. Both of these modern buildings sit well within their more historic neighbours due to their scale and siting.

Marsden Street is therefore notable for the long row of well detailed houses which mark the southern side of the street, for the spacious for its peaceful character (no through traffic) and for the many street trees. The proximity of the school playground and garden, which backs onto Marsden Street, is

another positive element. To the east is further open space and trees (the Talacre Open Space), which although outside the Conservation Area boundary, is important in views along Marsden Street and Talacre Road.

The detailing on nos. 1-49 Marsden Street varies slightly but basically the three storey buildings are two windows wide, with a flat parapet, decorated with a simple modillion brick cornice, concealing the roofs. Some of the houses have channelled stucco to the ground floor but otherwise the buildings are very plain, the architecture being enlivened by the six over six sash windows with first floor balconettes to many of the properties with a variety of cast iron railings. There are very small front gardens, some with modern railings. Many of the front doors are not original but few are inappropriate. The prevailing style appears to be six panelled with a rectangular fanlight above.

Nos. 10-22 on the north side of the street are very similar, and terminate in no. 24, a clearly modern building which sits well within the street. No. 50 is a small remnant of the longer terrace demolished to make way for the school playground with ornate possibly 19th century cast iron front railings and gate piers, probably re-used from elsewhere.

TALACRE ROAD.

Talacre Road was built as Weedington Street and by 1849 groups of buildings had been constructed on both sides. By 1862 the terraces were almost complete, but more recently, 20th century clearance has resulted in the loss of most of the buildings along the eastern side. This majority of this side of the road, which lies outside the Conservation Area, now falls within the Talacre Open Space, and forms a park and sports field associated with the Sports Centre accessed from Dalby Street. The spacious street now has a pleasant, almost sylvan character with the remaining two groups of historic buildings on the west side (nos. 1-23, and 41-45), facing the trees and grassed areas of the Talacre Open Space. The 1960s single storey building (the St Pancras Boxing Club) next to no. 23 is the most negative feature of the street.

Nos. 3-9 Talacre Road are the earliest buildings and date to before 1849. The rest of the terrace (nos. 1, and 11-23) were built between 1849 and 1862. However, the group starts with an important corner building, nos. 92 Prince of Wales Road, which is three storeys high with an interesting two storey extension which wraps around into Talacre Road. This appears to have been remodelled with pairs of first floor french windows defined by wide balconies with decorative metal railings. Nos. 1-9 are very similar to the houses in Marsden Street being three storeys high and plainly detailed. Yellow brick walls are decorated with a modillion cornice just below the parapet, and each house is two windows wide with channelled stucco to the ground floor, rectangular fanlights and small front gardens. Some of the original six over six sashes have been replaced unsympathetically in uPVC.

Nos. 11-23 are slightly taller, with stucco embellishments and some first floor balconettes, with attractive cast iron railings. No. 15 has been rendered and painted white, and no. 17 has a large mansard roof extension, both features which detract from the unity of the group. Nos. 41-45 are similar but slightly

marred by a large modern house which abuts no. 45 and turns the corner into Rhyll Street. Nos. 66-70, on the east side of the street, is all that remains of the long terrace which previously stretched almost the length of the road. The detailing is similar to nos. 11-23.

PRINCE OF WALES ROAD.

Prince of Wales Road forms the spine of the Southampton Estate's development of this part of Kentish Town in the 1830s and 1840s. The 1849 map shows the beginning of the road, springing from Grafton Place, which connected into Old Chapel Road in the centre of Kentish Town. The new road was laid across fields, a nursery and the River Fleet, which marked the end of Grafton Place.

The street is wide and spacious with mature trees on the south side which are important in views from the west. A wide junction, constantly busy with traffic, somewhat mars the area. Along the north side is a continuous terrace (nos. 92-132) of which nos. 94-110 are the earlier, dating to before 1849. These are three storeys plus basement high, built from yellow stock brick, and two windows wide. Many of the windows have margin light sashes. Front doors are plain, six or four panelled, with rectangular fanlights. Of note is the survival of some first floor balconettes with cross-pattern cast iron panels, and the spear-headed front area railings. The brick modillion cornice reflects similar details in Talacre Road and Marsden Street. No. 92 is later, but is an important corner building, with stucco embellishments. A modern roof extension is less attractive.

Nos. 112-132 date to between 1849 and 1862, and are also three storeys high, although slightly taller than its neighbours. Yellow stock brick is embellished with stucco window and door architraves, although many of the original details have been simplified. Channelled stucco also decorates the ground floor which is slightly raised above a half basement, similar to nos. 92-110. Again, the front area is defined by cast iron railings with decorative spear heads.

Just within the conservation area, the Fiddler's Elbow Public House sits in a somewhat isolated but very prominent position on the junction of Malden Road and Prince of Wales Road. It dates to before 1849 and as such is a rare survival of an early Victorian public house. Built from yellow stock brick, the three storey building has a highly distinctive polygonal drum to the upper floors which alludes to Neoclassical architecture, conjuring up echoes of one of the most celebrated of all Athenian monuments, the Tower of the Winds. It was recently listed grade II.

On the south side of Prince of Wales Road are three pairs of three storey houses dating to the 1840s (nos. 87-97). These are the only semi-detached houses within the conservation area, and with no. 20 Malden Crescent, represent the earliest phase of the development of the Southampton Estate. Nos. 87-97 are three storeys plus basement high, with shallow pitched slated roofs, and a single window to each side. These are defined by stuccoed architraves with taller, tri-partite windows to the raised ground floors. No. 20 Malden Crescent is the only villa in the Conservation Area, and was built as a pair although it is now one house with a separate modern dwelling (no. 99

Prince of Wales Road) attached to it. The earlier building has pitched slated roofs, a pair of gables facing the corner, white painted stucco walls, and sashed windows which appear to have had drip moulds over them. A delightful cast iron porch is located at the junction of the two buildings which may have been the original entrance to no. 20.

AUDIT

LISTED BUILDINGS

Details and photographs of the listed buildings are available on the Camden web-site: www.camden.gov.uk/planning/listed

The buildings currently on the statutory list of Buildings of Architectural or Historic Interest in the West Kentish Town Conservation Area are:

- The Rhyl Street Primary School grade II
- The Fiddler's Elbow, Prince Of Wales Road grade II

As buildings may be added or removed from the list from time to time, it is advisable to check with the Duty Planner if changes have occurred since publication of this Statement.

BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION

The distinct quality of the West Kentish Town Conservation Area is due to the relatively short period of development (1840s to the 1870s) with terraces of well detailed houses, which remain largely unaltered. For this reason, most of the buildings in the Conservation Area make a positive contribution to the character and appearance of the Conservation Area and the general presumption is therefore that these buildings should be retained. Although not listed, the Government requires that proposals to demolish these buildings should be assessed against the broad same criteria as proposals to demolish any listed building (PPG 15 paragraph 3.16-3.19). These buildings are all marked on the map below:

(Insert map)

Allcroft Road	Nos. 2-44 (even)
Bassett Street	Nos. 1,1a – 59 (odd)
Coity Road	Nos. 40-56 (even)
Malden Crescent	No. 20
Malden Road	Nos. 2-22, 26-38, 42-58 and 60-108 (even)
Marsden Street	Nos. 1-49 (odd) and 10-22 (even)
Prince of Wales Road	Nos. 87-97 (odd), 92-132 (even) & Prince of Wales PH
St Leonard's Square	Nos. 1-37 (odd)
Rhyl Street	Nos. 1-5, 33-39 (odd)
Talacre Road	Nos. 1-23, 41-45 (odd) and 66-70 (even)

BUILDINGS OR FEATURES WHICH DETRACT FROM THE AREA

Within the Conservation Area there are a small number of buildings or sites which detract from its special character. Buildings which make a negative contribution may do so because of their unsympathetic scale, siting, choice of materials or materials. Sites may detract because they are underused, neglected, untidy or in urgent need of redevelopment. Additionally a number of buildings which have been noted as making a positive contribution have also been, to a degree, adversely affected by small changes such as the loss of their original windows or front doors. There are also structures and elements of the streetscape which impinge on the special character and quality of the Conservation Area. These include:

- The variety in front boundary treatments, caused by the almost wholesale removal of the original cast iron railings during World War II
- The use of modern steel street lights
- Timber telegraph poles and overhead cables
- Poor quality street paving

Allcroft Road

Loss of original cornice details e.g. no. 38

Bassett Street

Satellite dishes on front elevation e.g. no. 57

Replacement modern windows to a different design e.g. no. 7

Loss of original windows and front doors to the former Albert Hall

Coity Road

Loss of original windows e.g. no. 48

Loss of stucco cornice e.g. no. 44

Malden Road

Busy traffic

Badly designed shopfronts or frontages e.g. nos. 2-22, 38, 46-58

Plastic replacement windows e.g. nos. 2, 4, 20, 26

Roller shutters e.g. nos. 4 and 16

Advertising boarding at first level facing St Leonard's Square entrance (no. 22 Malden Road)

Painted front elevation e.g. no. 36

Plastic windows, poor quality shopfront and advertising hoarding – no. 58

Plastic windows and satellite dish on front of no. 66

Inappropriate front doors e.g. no. 78

Variety of mansard roof extensions, particularly in the group nos. 42-58

Marsden Street

Modern windows in nos. 50 and 42a Malden Road

Powlett Place

Modern steel street lamps and concrete paving are particularly noticeable in this location

Prince of Wales Road

Busy traffic

Trellis at first floor level and external signage on the Fiddler's Elbow PH

Loss of some first floor balconies e.g. no. 102

Plastic windows e.g. no. 114 and no. 2 Malden Road

Flat roofed extension to no. 20 Malden Crescent (no. 22 Prince of Wales Rd)

Poor quality brick planters outside nos. 91-97

Talacre Road

Plastic windows e.g. no. 5

Satellite dish on front parapet e.g. no. 3

Dominant mansard roof e.g. no. 17

St Pancras Boxing Club – inappropriate 1960s building

STREETSCAPE AUDIT

The character and appearance of the Conservation Area is not solely determined by the buildings, but also by the spaces and secondary structures between them. The streets and open spaces within the West Kentish Town Conservation Area therefore make a significant contribution to the townscape of the area, and there are many historic features, original materials and details that help sustain the area's distinctive appearance. It is worth noting that most of the Conservation Area is paved in a variety of concrete materials: setts, small squares or slabs. However, the original 19th century wide granite kerbs, and many of the setted gutters, remain. There are also many examples of the "Camden" bollard – a distinctive four sided bollard about one metre high, slightly tapering and ringed, and usually painted using alternate stripes of black and white.

The following is a selection of these special features which help to make the Conservation Area unique:

General:

Allcroft Road

Wide granite kerbs

Small front gardens with planting and some trees

Brick front boundary walls some with railings (modern)

Brick gate piers with stone copings

Bassett Street

Wide granite kerbs

Short front gardens with planting

Street trees

Trees and landscape in adjoining gardens to Weedington Road flats

Coity Road

Wide granite kerbs

Low brick walls to front gardens with some original railings to the houses, which have half basements

Malden Road

Wide granite kerbs

No gardens at southern end of street (outside nos. 2-22)

A few street trees

Cast iron "Camden" bollards e.g. at junction with St Leonard's Square

Some of the group nos. 26-40 retain their original cast iron front boundary railings and railings to steps

Cast iron "Camden" bollards outside No.40 Malden Road

Cast iron "Camden" bollards and plain railings outside no. 42

Cast iron "Camden" bollards outside no. 44

Nos. 60-108 retain a variety of original cast iron front boundary railings and similar railings to the front steps

Cast iron "Camden" bollards outside the Robert Peel Public House (no. 108), marking corner to Queens Crescent and a pedestrian crossing

St Leonard's Square

Small front gardens with low brick boundary walls

Several street trees plus some trees in private gardens

Wide granite kerbs and three rows of setts to form gutter

Marsden Street

Small front gardens on south side, some with modern metal railings

Street trees

Soft landscaping visible in grounds of the school on north side of road – trees and grassed areas

Wide granite kerbs with three rows of granite setts forming gutter

"Camden" bollards outside the former Newberry Arms Public House

No. 50 has one of the best examples of cast iron railings and gate piers (probably not *in situ*)

Prince of Wales Road

Small front gardens on north side with original cast iron railings to front boundary and to steps

Cast iron coal holes

Small cast iron bollards along south side of street outside no. 99 and also outside Fiddler's Elbow Public House

Setts outside the Fiddler's Elbow Public House (facing Malden Road)

Rhyl Street

Small front gardens with low brick wall and planting

Some street trees, including copper beeches

Red cast iron post box outside no. 58 Malden Road

Wide granite kerbs

Talacre Road

Small front gardens with some modern metal railings

Wide granite kerbs

CURRENT ISSUES

Most of the buildings within the Area are relatively unaltered and well maintained, and front gardens are correspondingly well cared for and boundaries attractive and functional. There is pressure for extensions to the existing buildings, but where these are positioned to the rear there is little or no impact on the Conservation Area as the gardens are relatively private and screened from the public viewpoint because of the blocks of terraced properties. However, care must be taken as the gardens are relatively narrow and the effect on neighbouring properties is obviously important. Roof alterations are more likely to affect the character of the Conservation Area, particularly the addition of mansards. Some of the buildings have lost their original windows and doors, or their architectural embellishments like stuccoed window architraves, usually because of the higher cost of traditional repairs.

The list below includes issues which are under the Council's control, which may be implemented as and when funds and staff time permit:

1. Article 4 Direction.

The Conservation Area contains a large number of late Georgian/early Victorian family houses of quality which are not listed. Owners can therefore carry out a number of alterations without the Council's permission including inserting plastic windows, installing inappropriate front doors, removing or replacing front boundary walls or railings, and painting previously unpainted brickwork. The Council can remove these "permitted development" rights by serving an Article 4 Direction, requiring an application for Planning Permission for these changes. This helps to reinforce the special architectural and historic interest of the Conservation Area, promotes the use of traditional materials and details, and encourages owners and tenants to restore and upgrade their buildings.

Similar buildings, which are in use as commercial properties, or in multiple occupation, have fewer permitted development rights and the Council can already control these changes, so an Article 4 Direction would only cover those houses which are in use as single family dwellings.

2. Streetscape.

All of the Conservation Area would benefit from the reinstatement of the York stone paving which undoubtedly covered the pavements of the whole of the Southampton Estate at one time. However, it is probably unrealistic to expect such a large investment from the Council but a more modest programme of repaving might be more achievable. Areas which would particularly benefit include Harmood Grove, Powlett Place, parts of Harmood Street, Prince of Wales Road (possibly outside the Fiddler's Elbow Pubic House), and St Leonard's Square. If modern concrete paving is to be used, it should be standardised to one size and shape (a large slab is closest to the original York Stone). The use of concrete bollards should be stopped. Otherwise, street improvements should adhere to the advice contained within the Council's own Streetscape Design manual.

3. Sites for enhancement.

These include:

- Various sections of Malden Road, particularly outside the commercial premises
- Outside nos. 87-97 Prince of Wales Road

4. Sites for possible redevelopment.

One obvious site where the redevelopment of the building would clearly be advantageous is the St Pancras Boxing Club in Talacre Road

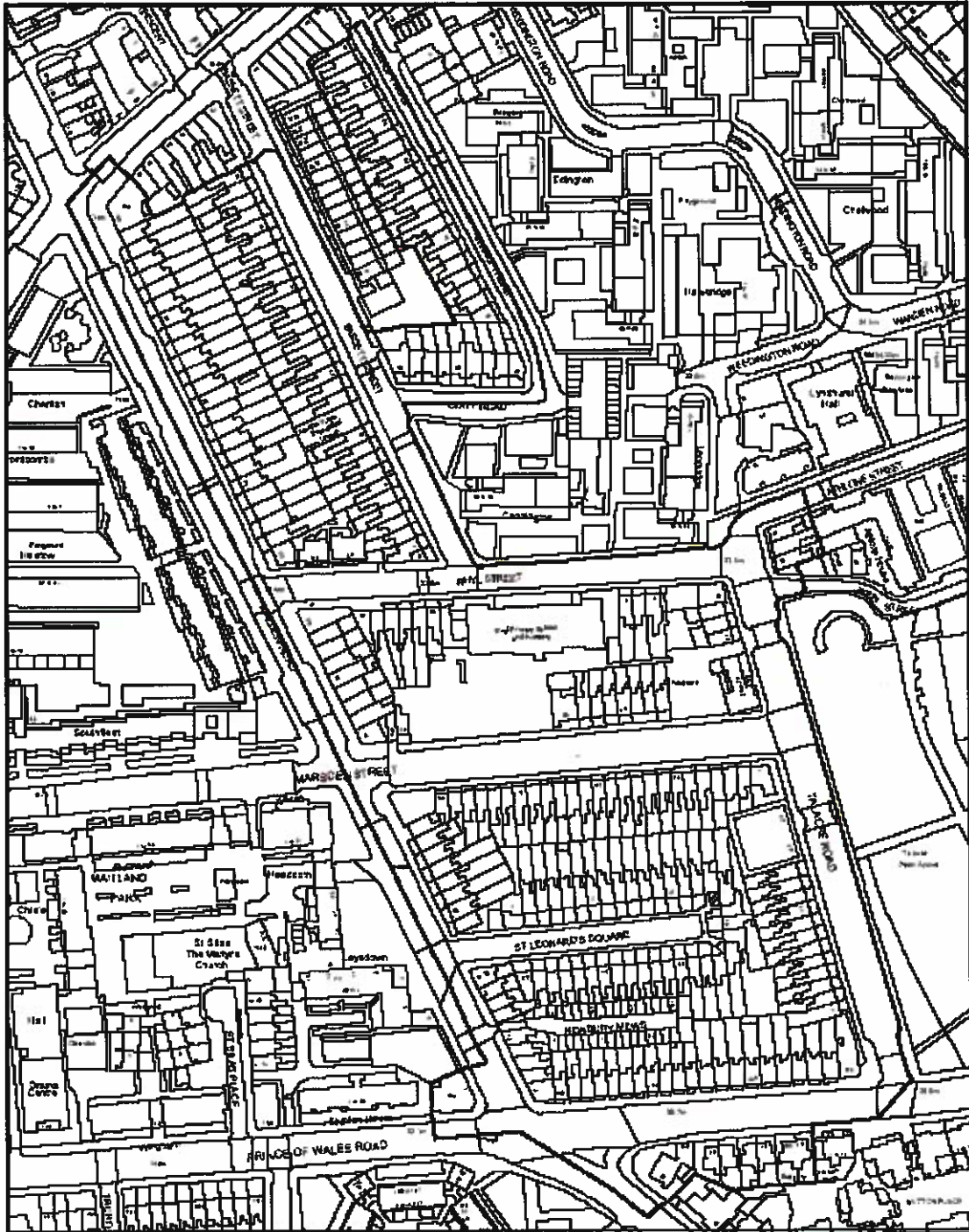
GUIDELINES

The final section of this Statement includes advice to owners and tenants and provides some guidance as to how the Council will view applications for change within the Conservation Area.

(as for Inkerman CA No.35 Statement)

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West Kentish Town Conservation Area



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Map Ref No: c01112

APPENDIX 2

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(PROPOSED) WEST KENTISH TOWN CONSERVATION AREA STATEMENT

CONTENTS

- LOCATION
- HISTORY
- CHARACTER
- AUDIT
- GUIDELINES

The aim of this Statement is to provide a clear indication of the Council's approach to the preservation and enhancement of the West Kentish Town 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 this 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 has been adopted by the Council as SPG and gives additional detailed guidance in support of UDP policies.

This Statement describes the character of the area, provides an outline of the key issues and identifies development pressures that are currently a cause for 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 the appearance of streetscape with respect to surfacing materials, furnishings and lighting. 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. Also included are illustrations of best practice in a variety of sensitive locations such as within Conservation Areas.

LOCATION

The West Kentish Town Conservation Area is located between Kentish Town to the east and Belsize Park to the west on a gentle east-facing slope. The valley of the River Fleet separates the Conservation Area from the centre of Kentish Town. Chalk Farm and Camden Town lie to the south. The Conservation Area stretches from Prince of Wales Road to Queen's Crescent, bounded to the west by a section of Malden Road. Talacre Road, with the Talacre Open Space, forms the easterly boundary.

(Insert map showing location of the West Kentish Town Conservation Area)

PLANNING HISTORY

Designation date: The West Kentish Town Conservation Area was designated by the London Borough of Camden on.....following public consultation. The Conservation Area Statement was agreed at the same time.

HISTORY

West Kentish Town lies in the valley of the River Fleet and derives its name from this waterway as *Ken* means a ditch or the bed of a waterway. The river was the reason for the siting of early settlement here, providing a water source and means of communication. At the time of the Norman Conquest this area of North London was mostly forest, and the Domesday Survey of 1086 records four manors in the present Kentish Town area. Of these, Tottenhall Manor came into the possession of Isabella, Countess of Arlington at the time of the Restoration in 1660. Isabella left it to her son, Charles Fitzroy, one of Charles II's many progeny. It was still in Fitzroy ownership in the late eighteenth century when a later Charles Fitzroy became Lord Southampton, and much of the present townscape of the West Kentish Town Conservation Area is the result of development by subsequent members of the same family.

During the eighteenth century Kentish Town became fashionable as a rural retreat where many wealthy London citizens built houses for the summer months, particularly those with consumption and other disorders, to take the benefit of the wholesome fresh air and pure water. Another reason for the area becoming fashionable was the Kentish Town races, first established in 1733.

Comparison of the 1834 Davies Map, 1849 St Pancras Parish Map and 1870 OS Map of Kentish Town and Camden, show the dramatic changes in the Kentish Town area from a landscape of fields to houses in a remarkably short space of time. Essentially the transformation took place between 1820 to 1870. Following an initial burst of new housing in the 1820s-30s, in around 1840 important landowners such as Lord Southampton produced plans for the development of elegant streets of detached or semi-detached 'villa residences' in Kentish Town. However, the rich favoured choicer spots such

as St John's Wood and ultimately these grandiose schemes were never built and were replaced by less prestigious developments where landowners engaged speculative builders to build on a 'building lease system'. For these buildings, ownership of the buildings and land reverted to the landowner at the expiry of the lease. The result was piecemeal development, mainly in terraces of three or four storey houses. The spacious layout of Prince of Wales Road (1834-54), Malden Road (1840) and Marsden Street (mid-1840s) remained the same but instead of the construction of detached villas, the land was filled with continuous terraces with extra streets slotted between the lots, with cul-de-sacs and narrow alleys in what should have been the villas' large garden areas.

The social consequence of such rapid development ultimately led to the creation of a degree of overcrowding and poverty. The population of the borough of St Pancras (Kentish Town) grew from 46,000 in 1811 to 199,000 in 1861 and to 236,000 by 1881. A root cause of this increase was Victorian industrialisation together with the coming in the mid-19th century of the various railway lines, including the London to Birmingham line (1833-7), the Camden Town to Gospel Oak line (1850s) and the Kentish Town to Hampstead line (1860). The presence of these various railway lines became a dominant force in this part of London and the areas to the north of the great London terminals of Kings Cross, St Pancras and Euston, developed as residential suburbs where many of the railway workers lived. Pevsner notes that *'the new suburbs were not a match for the smarter areas of West London...for the most part the nineteenth century suburbs consist of simple grids of streets lined with the usual London brick terraces with stucco dressings'*.

War time bombing and slum clearance in the 20th century removed some of the terraced housing, which is now largely surrounded by groups of modern flats. The Talacre Open Space forms the easterly boundary to the northern part of the Conservation Area and represents the only green space, with play areas and some trees.

*(Insert maps showing historic development:
1834 BR Davies Map
1849 St Pancras Parish Map
1870 OS Map of Kentish Town and Camden
1913 OS Map of Kentish Town and Camden)*

CHARACTER AND APPEARANCE OF THE AREA.

INTRODUCTION

The West Kentish Town Conservation Area is characterised by long terraces of well detailed mid-19th century houses, such as those on Malden Road, Bassett Street, Allcroft Road, Coity Road, Rhyl Street, Marsden Street and Talacre Road, some now converted into flats, with some commercial properties mainly in Malden Road. St Leonard's Square, off Malden Road, is the only formal square and retains a character all of its own due to its more peaceful, private setting. There is only one religious building, the Evangelical

Church in Bassett Street, built as the Albert Hall. Rhyl Street Primary School is a large late 19th century four storey building which dominates the road, providing a major break in the long terraces of residential property. The school, and the Fiddler's Elbow Public House on the corner of Prince of Wales Road and Malden Road, are the only listed buildings. Busy traffic is noticeable along Malden Road and Prince of Wales Road.

BUILDING TYPES

Most of the buildings were constructed as houses between 1840 and 1870, using yellow London stock brick in the late Georgian style. The buildings are generally three or four storeys high, and sometimes include basements. Most have stucco surrounds to the windows and front doors, with stuccoed parapet cornices with simple but robust mouldings. The "butterfly" or "M" roofs, which consist of two shallow pitches (in slate) meeting in a central gutter which runs from the back to the front of the building, are largely hidden. Some of the larger, more prestigious houses, such as those facing Prince of Wales Road, Talacre Road, and Bassett Street, have channelled stucco to the ground floors with tri-partite or margin light sash windows to the ground floor. Nos. 66-70 Talacre Road are typical, with pedimented hood moulds over the large first floor sash windows. Almost all of the houses are therefore composed from the same palette of yellow (now brown) stock brick, white painted window and door architraves, and white painted stuccoed parapets, with the only variation in colour being provided by the front doors.

On the south side of Prince of Wales Road are a small group of semi-detached houses (nos. 87-97) with a single stuccoed villa of the late 1830s or early 1840s (no. 20 Malden Crescent). This represents the only "villa" within the Conservation Area and is probably the earliest building within it.

The most complete and well detailed buildings are nos. 94-110 Prince of Wales Road, nos. 1-49 Marsden Street, and nos. 1-9 Talacre Road. Some of these have cast iron front boundary railings and the occasional first floor balconette, also in cast iron. All of these buildings were recently assessed for statutory listing, but rejected as they were considered to be lacking in sufficient merit.

The only two listed buildings are both in the more northerly section of the Conservation Area. The Fiddler's Elbow Public House of c.1845 sits in a prominent position overlooking Prince of Wales Road, and Rhyl Street Primary School is a very large, red and brown brick building of c.1900. Both are listed grade II.

There are a number of 20th century buildings within the Conservation Area, although the boundary has been tightly drawn to exclude the estates of 20th century housing which largely surround it. Of note is the new house in Marsden Street (no. 4), an unashamedly modern structure which sits well within the remaining 19th century buildings.

STREET BY STREET DESCRIPTIONS

(North to south)

Introduction

The Conservation Area was still fields in 1832 and development appears to have started from the south and worked northwards. By 1849 Prince of Wales Road, Malden Road, Talacre Road and Marsden Street had been set out. Nos. 87-97 Prince of Wales Road represents the earliest phase of development when semi-detached houses were considered desirable. No. 20 Malden Crescent is a unique survival from a group of detached houses which once stretched further south. Stylistically, it dates to the late 1830s or early 1840s with its drip moulds over the windows and steeply pitched slated roofs. The main phase of building in the Conservation Area came between 1862 and 1870 when rows of stock brick terraced houses were added.

Allcroft Road.

This was built between 1862 and 1870 and links the busy commercial centre of Queens Crescent with the quieter residential streets to the south. A long terrace of London stock brick houses (nos. 2-44) lies along the west side, facing late 20th century blocks of flats, which are excluded from the Conservation Area. The buildings are arranged in a unified terrace, three storeys high, with each pair of houses at a slightly reducing level. These step down the very gentle slope towards the junction with Coity Road and sit back slightly from the road, with small front gardens mainly defined by a variety of low brick walls and shrubbery. The last seven houses nearest to Coity Road are only two storeys high. A notable swath of trees on the eastern side of the road is important in views along the street. The houses are all two windows wide, with tri-partite sashes to the ground floor and four over four sashes above. The yellow brick is decorated with stucco dressings: windows and door architraves, eaves cornice, and, above the ground and first floor window and front doors, simple hood moulds supported on console brackets. Some of the buildings retain their bracketed eaves cornice detail, but many have been simplified over the years so that the cornice is merely defined by a deep moulding.

Coity Road.

Only the buildings on the north side of Coity Road (nos. 40-56) lie within the Conservation Area, as facing these is part of a late 20th century housing development which stretches from Bassett Street to Grafton Road. Although the blocks of flats within the estate are of necessity relatively large and bulky, the grassed areas and trees between the blocks are important in that they provide a pleasant ambiance to this part of Kentish Town.

Nos. 40-56 Coity Road date to between 1862 and 1870 and comprise a terrace of two storey plus basement houses built from yellow London stock brick with stuccoed architraves and deep stuccoed parapets. The roofs are almost completely hidden. The ground floors are slightly raised with five steps up to single storey flat roofed porches. These porches, and the sash windows

which are divided into three panes per sash, strengthening the vertical emphasis, are the principal architectural features, along with some decorative cast iron railings to the steps and front areas, some of which appear to be original.

Bassett Street.

This street was also developed between 1862 and 1870. The small front gardens, street trees, and the modern housing development on the east side, make views along it particularly interesting. Additionally, the Rhyl Street Primary School forms an important focal point at its southernmost end.

The long terrace on the west side (nos. 1-59) is divided by the former Albert Hall possibly suggesting a slightly later building phase to the northern section, which is much plainer. To the south, the buildings are made up of almost identical three storey houses, each two windows wide with a deep stuccoed parapet. The sash windows are very plain two over two sashes, some replaced in uPVC or aluminium. The ground floors are also stuccoed (some of it channelled) with hood moulds to the tri-partite windows, sometimes supported on console brackets. Further north the buildings are still built from stock brick, but without the stucco architraves.

The most significant building is the former Albert Hall (noted on the 1870 map), now the Evangelical Church. In contrast to its neighbours, it copies the Gothic details of the later 19th century, with a projecting front porch supported on stuccoed columns decorated with foliage capitals and a deep moulded parapet. The building is three storeys high and built from brown brick with shallow pilasters supporting a stone entablature with a flat parapet above. Modern windows and front doors detract slightly from its architectural character.

Malden Road and St Leonard's Square.

Malden Road is a busy traffic route with a mixture of commercial and residential properties. Only the east side of Malden Road (nos. 2-108), retains most of its historic buildings, the west side being composed of a number of modern buildings, mainly large blocks of late 20th flats, which have not been included within the Conservation Area. In some parts of the street, the height and bulk of these newer buildings is somewhat oppressive, particularly in the afternoon when deep shadows are created across the street.

The road is shown on the 1849 map but the only buildings are nos. 24-40, marked on the map as Newberry Place. By 1862 nos. 2-22, and nos. 60-108 (the Robert Peel Public House) had been constructed. The last remaining section, nos. 42-58, were built between 1862 and 1870.

This variation in date provides a corresponding variety in architectural detailing although the basic form – three storeys, in long terraces – remains consistent. Some of the houses, particularly towards Prince of Wales Road,

have been converted into shops. The buildings sit on the back of the pavement, with a few street trees which are rather scattered along the street.

Nos. 2-22 Malden Road

Starting from the south, nos. 2-22 date to between 1849 and 1862. They are three storeys high, two windows wide, with roofs concealed behind flat parapets. Stucco architraves (many of which have been reduced to simple paint) decorate the windows. There is an assortment of ground floor shops with modern shopfronts. Behind the terrace, the former Newberry Mews was being developed with new housing at the time of survey.

St Leonard's Square

St Leonard's Square is the only example of this form of development in the Conservation Area. The street layout of the 1849 map suggests that originally it was envisaged that the street would connect through to Talacre Road, but this was prevented by further buildings being added to the terrace formed by nos. 3-9 Talacre Road which were built in the 1840s. The buildings of the Square, which were constructed between 1849 and 1862, are extremely pleasing in their cohesion and lack of alteration although the detailing varies slightly from the north to the south side, suggesting a slightly different phase of construction. Modest front gardens, largely defined by low brick walls and planting, create a pleasant setting.

On the north side, the continuous terrace is three storeys high, built from yellow stock brick, with stucco architraves to the windows and front doors. Each building is two windows wide, with margin light sashes to the first and second floors, and a single tri-partite sash to the ground floor. A flat parapet, also stuccoed with a deep moulded cornice, hides most of the roofs. Along the east return, and the south side, the buildings are similar in bulk and form, but built from a greyer brick without any decorative architraves to the windows. Instead the windows are defined by stuccoed flat arches, painted white, with curved arches to the ground floor. Margin lights again predominate and at roof level, the flat brick parapet is decorated with a stone modillion cornice.

Nos. 26-38 Malden Road.

Nos. 26-38 Malden Road were built by 1849 and represent the earliest phase of building along Malden Road. They follow the style set by the houses in nearby Marsden Street – three storeys, two windows wide, with first floor balconettes defining the large six over six sashed windows. Otherwise the buildings are quite plain, with simple stuccoed architraves to the windows and front doors, and a single, flat band just below, or marking, the parapet. No. 38 has a modern shopfront. The buildings sit back slightly from the road, with very small front gardens which do provide opportunities for planting and shrubbery.

Nos. 42-58 Malden Road.

Nos. 42-58 Malden Road were developed last and date to between 1862 and 1870. They are also three storeys high, built from stock brick, and two windows wide. Stuccoed embellishments provide some decoration. Modern shopfronts dominate nearly all of the properties which have been further

altered by the addition of modern mansard roofs. However, several street trees help to shield these changes.

Nos. 60-108 Malden Road.

Nos. 60-108 Malden Road were built by 1862. They constitute a long terrace of similar houses, each three storeys plus basement high and two windows wide. Stucco architraves and parapets can be found and unusually, each party wall is defined by a slight rise in the parapet line. Small front gardens, some retaining their original cast iron railings with very decorative spear heads, provide a slight respite from the busy road. There are good examples of original front doors in this group, such as no. 68, with its glazed upper panels and a door frame which is made from elegant pilasters which terminate in a simple entablature. The Robert Peel Public House sits on the corner with Queens Crescent and is another focal building, Stylistically very similar to its neighbours, the building is rendered and painted cream, with a modern pub front, and each window has tri-partite sashes with modern glazing patterns.

RHYL STREET.

The 1870 map shows a continuous terrace along the south side of Rhyl Street but in c.1900 the middle section was demolished and the school built. This substantial building and its boundary walls is listed grade II, and is built from yellow brick, with red brick dressings with two projecting bays at either end complete with Ionic pilasters and a stone pediment. The shallow pitched slate roofs are largely hidden behind a brick parapet. Unlike many late 19th century schools, the timber sash windows appear to be largely original. Initially, the three storey building catered for infants on the ground floor, with girls on the first and boys on the second floor, but it is now used as a mixed primary school.

Other notable features in Rhyl Street include the many street trees, some of which are copper beeches, the two groups of remaining terraced houses, similarly detailed to nos. 42-58 Malden Road, which lie immediately adjacent.

MARSDEN STREET.

Marsden Street was built as Durnford Place and by 1849 nos. 13-41 had been built on the south side. On the north side, nos. 10-22 are the remaining portion of a longer terrace which was also in place by this date. The street is shown complete in 1862. The north-west end of the terrace was demolished in c.1900 to provide a playground and some open space for the children at Rhyl School. More recently, a block of flats, of interesting design, has been built on open space at the north-east end of the street and another modern house, (no. 24) added to the end of the terrace. Both of these modern buildings sit well within their more historic neighbours due to their scale and siting.

Marsden Street is therefore notable for the long row of well detailed houses which mark the southern side of the street, for the spacious for its peaceful character (no through traffic) and for the many street trees. The proximity of the school playground and garden, which backs onto Marsden Street, is another positive element. To the east is further open space and trees (the

Talacre Open Space), which although outside the Conservation Area boundary, is important in views along Marsden Street and Talacre Road.

The detailing on nos. 1-49 Marsden Street varies slightly but basically the three storey buildings are two windows wide, with a flat parapet, decorated with a simple modillion brick cornice, concealing the roofs. Some of the houses have channelled stucco to the ground floor but otherwise the buildings are very plain, the architecture being enlivened by the six over six sash windows with first floor balconettes to many of the properties with a variety of cast iron railings. There are very small front gardens, some with modern railings. Many of the front doors are not original but few are inappropriate. The prevailing style appears to be six panelled with a rectangular fanlight above.

Nos. 10-22 on the north side of the street are very similar, and terminate in no. 24, a clearly modern building which sits well within the street. No. 50 is a small remnant of the longer terrace demolished to make way for the school playground with ornate possibly 19th century cast iron front railings and gate piers, probably re-used from elsewhere.

TALACRE ROAD.

Talacre Road was built as Weedington Street and by 1849 groups of buildings had been constructed on both sides. By 1862 the terraces were almost complete, but more recently, 20th century clearance has resulted in the loss of most of the buildings along the eastern side. This majority of this side of the road, which lies outside the Conservation Area, now falls within the Talacre Open Space, and forms a park and sports field associated with the Sports Centre accessed from Dalby Street. The spacious street now has a pleasant, almost sylvan character with the remaining two groups of historic buildings on the west side (nos. 1-23, and 41-45), facing the trees and grassed areas of the Talacre Open Space. The 1960s single storey building (the St Pancras Boxing Club) next to no. 23 is the most negative feature of the street.

Nos. 3-9 Talacre Road are the earliest buildings and date to before 1849. The rest of the terrace (nos. 1, and 11-23) were built between 1849 and 1862. However, the group starts with an important corner building, nos. 92 Prince of Wales Road, which is three storeys high with an interesting two storey extension which wraps around into Talacre Road. This appears to have been remodelled with pairs of first floor french windows defined by wide balconies with decorative metal railings. Nos. 1-9 are very similar to the houses in Marsden Street being three storeys high and plainly detailed. Yellow brick walls are decorated with a modillion cornice just below the parapet, and each house is two windows wide with channelled stucco to the ground floor, rectangular fanlights and small front gardens. Some of the original six over six sashes have been replaced unsympathetically in uPVC.

Nos. 11-23 are slightly taller, with stucco embellishments and some first floor balconettes, with attractive cast iron railings. No. 15 has been rendered and painted white, and no. 17 has a large mansard roof extension, both features which detract from the unity of the group. Nos. 41-45 are similar but slightly

marred by a large modern house which abuts no. 45 and turns the corner into Rhyll Street. Nos. 66-70, on the east side of the street, is all that remains of the long terrace which previously stretched almost the length of the road. The detailing is similar to nos. 11-23.

PRINCE OF WALES ROAD.

Prince of Wales Road forms the spine of the Southampton Estate's development of this part of Kentish Town in the 1830s and 1840s. The 1849 map shows the beginning of the road, springing from Grafton Place, which connected into Old Chapel Road in the centre of Kentish Town. The new road was laid across fields, a nursery and the River Fleet, which marked the end of Grafton Place.

The street is wide and spacious with mature trees on the south side which are important in views from the west. A wide junction, constantly busy with traffic, somewhat mars the area. Along the north side is a continuous terrace (nos. 92-132) of which nos. 94-110 are the earlier, dating to before 1849. These are three storeys plus basement high, built from yellow stock brick, and two windows wide. Many of the windows have margin light sashes. Front doors are plain, six or four panelled, with rectangular fanlights. Of note is the survival of some first floor balconettes with cross-pattern cast iron panels, and the spear-headed front area railings. The brick modillion cornice reflects similar details in Talacre Road and Marsden Street.

No. 92 is later, but is an important corner building, with stucco embellishments. A modern roof extension is less attractive.

Nos. 112-132 date to between 1849 and 1862, and are also three storeys high, although slightly taller than its neighbours. Yellow stock brick is embellished with stucco window and door architraves, although many of the original details have been simplified. Channelled stucco also decorates the ground floor which is slightly raised above a half basement, similar to nos. 92-110. Again, the front area is defined by cast iron railings with decorative spear heads.

Just within the conservation area, the Fiddler's Elbow Public House sits in a somewhat isolated but very prominent position on the junction of Malden Road and Prince of Wales Road. It dates to before 1849 and as such is a rare survival of an early Victorian public house. Built from yellow stock brick, the three storey building has a highly distinctive polygonal drum to the upper floors which alludes to Neoclassical architecture, conjuring up echoes of one of the most celebrated of all Athenian monuments, the Tower of the Winds. It was recently listed grade II.

On the south side of Prince of Wales Road are three pairs of three storey houses dating to the 1840s (nos. 87-97). These are the only semi-detached houses within the conservation area, and with no. 20 Malden Crescent, represent the earliest phase of the development of the Southampton Estate. Nos. 87-97 are three storeys plus basement high, with shallow pitched slated roofs, and a single window to each side. These are defined by stuccoed

architraves with taller, tri-partite windows to the raised ground floors. No. 20 Malden Crescent is the only villa in the Conservation Area, and was built as a pair although it is now one house with a separate modern dwelling (no. 99 Prince of Wales Road) attached to it. The earlier building has pitched slated roofs, a pair of gables facing the corner, white painted stucco walls, and sashed windows which appear to have had drip moulds over them. A delightful cast iron porch is located at the junction of the two buildings which may have been the original entrance to no. 20.

AUDIT

LISTED BUILDINGS

Details and photographs of the listed buildings are available on the Camden web-site:

www.camden.gov.uk/planning/listed

The buildings currently on the statutory list of Buildings of Architectural or Historic Interest in the West Kentish Town Conservation Area are:

- The Rhyl Street Primary School - Grade II
- The Fiddler's Elbow, Prince Of Wales Road - Grade II

As buildings may be added or removed from the list from time to time, it is advisable to check with the Duty Planner if changes have occurred since publication of this Statement.

BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION

The distinct quality of the West Kentish Town Conservation Area is due to the relatively short period of development (1840s to the 1870s) with terraces of well detailed houses, which remain largely unaltered. For this reason, most of the buildings in the Conservation Area make a positive contribution to the character and appearance of the Conservation Area and the general presumption is therefore that these buildings should be retained. Although not listed, the Government requires that proposals to demolish these buildings should be assessed against the same criteria as proposals to demolish any listed building (PPG 15 paragraph 3.16-3.19). These buildings are all marked on the map below:

(Insert map)

Allcroft Road	Nos. 2-44 (even)
Bassett Street	Nos. 1,1a – 59 (odd)
Coity Road	Nos. 40-56 (even)
Malden Crescent	No. 20
Malden Road	Nos. 2-22, 26-38, 42-58 and 60-108 (even)
Marsden Street	Nos. 1-49 (odd) and 10-22 (even)

Prince of Wales Road Wales PH	Nos. 87-97 (odd), 92-132 (even) and the Prince of
St Leonard's Square	Nos. 1-37 (odd)
Rhyl Street	Nos. 1-5, 33-39 (odd)
Talacre Road	Nos. 1-23, 41-45 (odd) and 66-70 (even)

BUILDINGS OR FEATURES WHICH DETRACT FROM THE AREA

Within the Conservation Area there are a small number of buildings or sites which detract from its special character. Buildings which make a negative contribution may do so because of their unsympathetic scale, siting, choice of materials or materials. Sites may detract because they are underused, neglected, untidy or in urgent need of redevelopment. Additionally a number of buildings which have been noted as making a positive contribution have also been, to a degree, adversely affected by small changes such as the loss of their original windows or front doors. There are also structures and elements of the streetscape which impinge on the special character and quality of the Conservation Area. These include:

- The variety in front boundary treatments, caused by the almost wholesale removal of the original cast iron railings during World War II
- The use of modern steel street lights
- Timber telegraph poles and overhead cables
- Poor quality street paving

Allcroft Road

Loss of original cornice details e.g. no. 38

Bassett Street

Satellite dishes on front elevation e.g. no. 57

Replacement modern windows to a different design e.g. no. 7

Loss of original windows and front doors to the former Albert Hall

Coity Road

Loss of original windows e.g. no. 48

Loss of stucco cornice e.g. no. 44

Malden Road

Busy traffic

Badly designed shopfronts or frontages e.g. nos. 2-22, 38, 46-58

Plastic replacement windows e.g. nos. 2, 4, 20, 26

Roller shutters e.g. nos. 4 and 16

Advertising boarding at first level facing St Leonard's Square entrance (no. 22 Malden Road)

Painted front elevation e.g. no. 36

Plastic windows, poor quality shopfront and advertising hoarding – no. 58

Plastic windows and satellite dish on front of no. 66

Inappropriate front doors e.g. no. 78

Variety of mansard roof extensions, particularly in the group nos. 42-58

Marsden Street

Modern windows in nos. 50 and 42a Malden Road

Powlett Place

Modern steel street lamps and concrete paving are particularly noticeable in this location

Prince of Wales Road

Busy traffic

Trellis at first floor level and external signage on the Fiddler's Elbow PH

Loss of some first floor balconies e.g. no. 102

Plastic windows e.g. no. 114 and no. 2 Malden Road

Flat roofed extension to no. 20 Malden Crescent (no. 22 Prince of Wales Road)

Poor quality brick planters outside nos. 91-97

Talacre Road

Plastic windows e.g. no. 5

Satellite dish on front parapet e.g. no. 3

Dominant mansard roof e.g. no. 17

St Pancras Boxing Club – inappropriate 1960s building

STREETSCAPE AUDIT

The character and appearance of the Conservation Area is not solely determined by the buildings, but also by the spaces and secondary structures between them. The streets and open spaces within the West Kentish Town Conservation Area therefore make a significant contribution to the townscape of the area, and there are many historic features, original materials and details that help sustain the area's distinctive appearance. It is worth noting that most of the Conservation Area is paved in a variety of concrete materials: setts, small squares or slabs. However, the original 19th century wide granite kerbs, and many of the setted gutters, remain. There are also many examples of the "Camden" bollard – a distinctive four sided bollard about one metre high, slightly tapering and ringed, and usually painted using alternate stripes of black and white.

The following is a selection of these special features which help to make the Conservation Area unique:

General:

Allcroft Road

Wide granite kerbs

Small front gardens with planting and some trees

Brick front boundary walls some with railings (modern)

Brick gate piers with stone copings

Bassett Street

Wide granite kerbs

Short front gardens with planting

Street trees

Trees and landscape in adjoining gardens to Weedington Road flats

Coity Road

Wide granite kerbs

Low brick walls to front gardens with some original railings to the houses, which have half basements

Malden Road

Wide granite kerbs

No gardens at southern end of street (outside nos. 2-22)

A few street trees

Cast iron "Camden" bollards e.g. at junction with St Leonard's Square

Some of the group nos. 26-38 retain their original cast iron front boundary railings and railings to steps

Cast iron "Camden" bollards outside No. 40.

Cast iron "Camden" bollards and plain railings outside no. 42

Cast iron "Camden" bollards outside no. 44

Nos. 60-108 retain a variety of original cast iron front boundary railings and similar railings to the front steps

Cast iron "Camden" bollards outside the Robert Peel Public House (no. 108), marking corner to Queens Crescent and a pedestrian crossing

St Leonard's Square

Small front gardens with low brick boundary walls

Several street trees plus some trees in private gardens

Wide granite kerbs and three rows of setts to form gutter

Marsden Street

Small front gardens on south side, some with modern metal railings

Street trees

Soft landscaping visible in grounds of the school on north side of road – trees and grassed areas

Wide granite kerbs with three rows of granite setts forming gutter

"Camden" bollards outside the former Newberry Arms Public House

No. 50 has one of the best examples of cast iron railings and gate piers (probably not *in situ*)

Prince of Wales Road

Small front gardens on north side with original cast iron railings to front boundary and to steps

Cast iron coal holes

Small cast iron bollards along south side of street outside no. 99 and also outside Fiddler's Elbow Public House

Setts outside the Fiddler's Elbow Public House (facing Malden Road)

Rhyl Street

Small front gardens with low brick wall and planting

Some street trees, including copper beeches

Red cast iron post box outside no. 58 Malden Road

Wide granite kerbs

Talacre Road

Small front gardens with some modern metal railings

Wide granite kerbs

CURRENT ISSUES

Most of the buildings within the Area are relatively unaltered and well maintained, and front gardens are correspondingly well cared for and boundaries attractive and functional. There is pressure for extensions to the existing buildings, but where these are positioned to the rear there is little or no impact on the Conservation Area as the gardens are relatively private and screened from the public viewpoint because of the blocks of terraced properties. However, care must be taken as the gardens are relatively narrow and the effect on neighbouring properties is obviously important. Roof alterations are more likely to affect the character of the Conservation Area, particularly the addition of mansards. Some of the buildings have lost their original windows and doors, or their architectural embellishments like stuccoed window architraves, usually because of the higher cost of traditional repairs.

The list below includes issues which are under the Council's control, which may be implemented as and when funds and staff time permit:

1. Article 4 Direction.

The Conservation Area contains a large number of late Georgian/early Victorian family houses of quality which are not listed. Owners can therefore carry out a number of alterations without the Council's permission including inserting plastic windows, installing inappropriate front doors, removing or replacing front boundary walls or railings, and painting previously unpainted brickwork. The Council can remove these "permitted development" rights by serving an Article 4 Direction, requiring an application for Planning Permission for these changes. This helps to reinforce the special architectural and historic interest of the Conservation Area, promotes the use of traditional materials and details, and encourages owners and tenants to restore and upgrade their buildings.

Similar buildings, which are in use as commercial properties, or in multiple occupation, have fewer permitted development rights and the Council can already control these changes, so an Article 4 Direction would only cover those houses which are in use as single family dwellings.

2. Streetscape.

All of the Conservation Area would benefit from the reinstatement of the York stone paving which undoubtedly covered the pavements of the whole of the Southampton Estate at one time. However, it is probably unrealistic to expect such a large investment from the Council but a more modest programme of

repaving might be more achievable. Areas which would particularly benefit include Harwood Grove, Powlett Place, parts of Harwood Street, Prince of Wales Road (possibly outside the Fiddler's Elbow Pubic House), and St Leonard's Square. If modern concrete paving is to be used, it should be standardised to one size and shape (a large slab is closest to the original York Stone). The use of concrete bollards should be stopped. Otherwise, street improvements should adhere to the advice contained within the Council's own Streetscape Design manual.

3. Sites for enhancement.

These include:

- Various sections of Malden Road, particularly outside the commercial premises
- Outside nos. 87-97 Prince of Wales Road

4. Sites for possible redevelopment.

There is only one obvious site where the redevelopment of the building would clearly be advantageous – the St Pancras Boxing Club in Talacre 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 check with the Planning Officer whether permission is needed at an early stage of proposals.

The Borough's Principal Planning Policy document is the Unitary Development Plan March 2000,(UDP) , which is due to be replaced by a new UDP in 2006. It 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 EN31 states "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 the Council, and additional guidance relating to specific problems within this Conservation Area may be produced from time-to-time for inclusion within this statement.

Basements

CB1 The creation of new front basement areas will generally be resisted for traffic and design reasons. Excavation works can have a detrimental effect on the character and appearance of a building and the Conservation Area. Extending into basement areas will only be acceptable where it would not involve harm to the character of the building or its setting.

Change of Use

CB2 The Council will have regard to the character and appearance of the Conservation Area when assessing applications for Change of Use.

Demolition

CB3 Within the Conservation Area total or substantial demolition of a building (whether listed or otherwise) will require conservation area consent.

CB4 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).

CB5 All applications should show clearly the extent of demolition works proposed.

CB6 The demolition of listed buildings will be resisted and the Council will seek to ensure that they are adequately maintained and in beneficial use. The demolition of buildings or removal of streetscape features which make a positive contribution to the character and appearance of the Conservation Area will be resisted.

Estate Agents Boards

CB7 Legislation concerning the display of advertisements is contained principally in the Town & Country Planning (Control of Advertisements) Regulations 1992 (as amended). The Regulations identify fourteen classes of advertisement that have "deemed consent". 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 the Borough. The Council will, where appropriate, use its powers to prosecute agents who display boards illegally.

Front Gardens and areas

CB8 Alterations to the front boundaries between the pavement and houses can dramatically affect and harm the character of the Conservation Area as the walls/railings alongside the road and within properties add to the attractive appearance of the front gardens and architectural setting of the buildings in the Conservation Area. Proposals should respect the original style of boundary and these should be retained, or reinstated where they have been lost. The loss of front boundary walls where it has occurred detracts from the appearance of the front garden by reducing the area for soft landscaping in this urban residential area. Furthermore, the loss of front boundary walls can facilitate the parking of vehicles in part of the property, which would adversely affect the setting of the building and the general street scene. The Council will resist any further loss of front boundary walls and conversion of front gardens into hardstanding parking areas.

Listed Buildings

CB10 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. Even cleaning or repainting a facade may require listed building consent. 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.

CB11 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.

CB12 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.

CB13 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 principal development policies relating to listed buildings are contained in the UDP Policies EN38 to EN40.

CB14 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.

Materials and Maintenance

CB15 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. The enhancement of the appearance of the building through the restoration of missing features

will be encouraged. Original detailing such as front doors and surrounds, shopfront facades, ironwork (window cills, railings), timber framed sash windows and surrounds, boundary walls, decorative brickwork, and other façade details, where retained add to the visual interest of properties, and where removed in the past replacement with suitable copies will be encouraged. Original, traditional materials should be retained wherever possible and repaired if necessary.

CB16 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.

CB17 Original brickwork should not be painted, rendered or clad unless this was the original treatment. Such new work is seldom necessary and 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, if done badly, can also drastically alter the appearance of a building (especially when "fine gauge" brickwork is present), and may be difficult to reverse.

CB18 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.

New Development

CB19 The UDP provides the context and guidance for proposals for new development with regard to appropriate land uses. New development should be seen as an opportunity to enhance the Conservation Area and should respect the built form and historic context of the area, local views as well as existing features such as building lines, roof lines, elevational design, and where appropriate, architectural characteristics, detailing, profile, and materials of adjoining buildings.

CB20 Modern architectural design will not be resisted per se, but it should be considerate to its context. Applicants will be required to demonstrate that their proposal respects and reflects the context in terms of scale, height, massing and relationship to the street.

Rear Extensions/Conservatories

CB21 Planning permission is usually required for the erection of a rear extension or conservatory. However, modest single storey extensions to a single family dwelling may be exempt from permission under the General Permitted Development Order 1995 depending on the proposed volume and height. It is advisable to consult the Planning Service to confirm if this is the case.

CB22 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. 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.

CB23 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.

CB24 Rear extensions will not be acceptable where they would spoil a uniform rear elevation of an unspoilt terrace or group of buildings.

CB25 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.

CB26 The infilling of yards and rear spaces between buildings will generally be unacceptable.

Roof Extensions

CB27 Planning permission is required for alterations to the roof, at the front, rear and side, within the Conservation Area. Some alterations at roof level have had a harmful impact on the Conservation Area. Because of the varied design of roofs in the Conservation Area it will be necessary to assess proposals on an individual basis with regard to the design of the building, the nature of the roof type, the adjoining properties and the streetscape. Roof extensions 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
The building is higher than many of its surrounding neighbours. Any further roof extensions are therefore likely to be unacceptably prominent.

CB28 Where the principal of an extension is acceptable they should respect the integrity of the existing roof form and existing original details should be precisely matched. In particular:

The retention or reinstatement of any architecturally interesting features and characteristic decorative elements such as parapets, cornices and chimney stacks and pots will be encouraged.

Roof extensions should be drained to the rear of the building; no rainwater piping will normally be allowed on the street elevation.

External works should be carried out in materials that match as closely as possible in colour, texture and type those of the original building or are common in the area.

Roof Terrace/Gardens

CB29 The formation of roof terraces/gardens can be an opportunity for external space. Care should be given to locating gardens so that they do not have a detrimental impact on the street scene, surrounding buildings or on the architectural quality of the building. They can be successfully concealed, for example behind parapet walls. The introduction of a roof terrace/garden should not result in an unreasonable amount of additional overlooking or impact on long views in particular. Roof terraces/gardens should not be located on mansard roofs.

Satellite Dishes

CB30 Dishes are not normally acceptable where they are positioned on the main façade of a building or in a prominent position visible 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.

Shopfronts/Advertisements

CB31 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.

CB32 Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, 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 should be replaced with new shopfronts that take note of the above and enhance the appearance of the Conservation Area.

CB33 Similarly, shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, 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. The Council will also give consideration to 'corporate retail

signage' and how this could be altered to enhance the appearance of the Conservation Area.

CB34 Signage for other uses on residential streets should be appropriate in terms of scale for its location and respect the character of the Conservation Area.

Shopfront Security

CB35 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.

CB36 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.

Trees and Landscape Design

CB39 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. If a tree is subject to a Tree Preservation Order the Council has eight weeks to process the application. Further advice is available from the Tree Officer on 020 7974 5616. 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.

CB40 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 new trees sensitively into the design of any development and demonstrate that no trees will be lost or damaged before, during or after development.

CB41 All new development should have a high standard of external space (landscape) design, which should respect the character and appearance of the Conservation Area.

CB42 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.

Ventilation Ducts/Air Handling Equipment

CB43 The erection of all external ventilation ducts and air handling equipment will require planning permission from the Council. In assessing applications the Council will be concerned about the siting of the equipment, particularly in visually sensitive locations and in the proximity of residential accommodation, to ensure that local amenity is protected. (refer UDP: EN6).

CB44 The Council will require full details of mechanical plant and equipment for all A3 (change of use to restaurant, pubs and hot food take-aways) applications.

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