

REDINGTON FROGNAL HERITAGE  
AND CHARACTER ASSESSMENT

SEPTEMBER 2015









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## Introduction

This report presents a summary of the history and character of the Redington and Frognal (RedFrog) area of The London Borough of Camden (LBC). It has been prepared by consultants at AECOM on behalf of Locality, working closely with the RedFrog Neighbourhood Forum, and is based on a detailed appraisal of the area carried out through desk study and fieldwork. It is intended to support the preparation of policies for the RedFrog Neighbourhood Plan and may also be used as evidence to support future updates of the Redington and Frognal Conservation Area Statement.

Characterisation is a recognised approach to understanding the context and special qualities of a place which make it distinctive. The information generated can then be used as evidence to support the planning and design process and is supported by the National Planning Policy Framework (NPPF), which states that neighbourhood plans should develop robust and comprehensive policies based on an understanding and evaluation of its defining characteristics (DCLG, 2012). The purpose of this report is to succinctly describe the historical development and key characteristics of the RedFrog area. Neighbourhood plan policies can then be developed to ensure that new development considers local character and history, and reflects the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation.



*Typical suburban Hampstead*





Studholme Court, Finchley Road

## Approach

The approach of this study follows well-established landscape character assessment techniques. It has been tailored to meet the specific needs of the neighbourhood planning process and draws on best practice guidance including:

- An Approach to Landscape Character Assessment (Natural England 2014);
- Shaping Neighbourhoods: Character and Context (Great London Assembly 2014);
- Understanding Place Historic Area Assessments: Principles and Practice (Historic England 2010).
- Character and identity: Townscape and heritage appraisals in housing market renewal areas (Historic England and CABE 2008); and
- Using Historic Landscape Characterisation (Historic England 2004).

Historic England, previously English Heritage has issued a number of guidance and best practice notes covering a range of issues in relation to the conservation and management of historic places and heritage assets all of which are available on the Historic England website (<https://historicengland.org.uk/advice/planning/>)

Landscape is defined by the European Landscape Convention as “..... an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors.” This definition is broad and encompasses natural, rural, urban and peri-urban areas. Landscape character assessment is a process used to describe and articulate what is special and distinctive about a particular place by identifying recognisable patterns of elements or characteristics that make one landscape different from another.

The detailed desk study and fieldwork carried out to inform this assessment underpins the classification and description of character areas and broadly follows the process set out in the “Approach to Landscape Character Assessment” (Natural England, 2014).

This study builds upon previous heritage studies and characterisation work carried out by the Redington Froggnal Conservation Forum including:

- The Oxford Tool Kit – Detailed Character Studies; and
- The Oxford Tool Kit – Property Appraisals.

The Oxford Character Assessment Toolkit was developed by Oxford City Council in partnership with Heritage England (formerly English Heritage) to provide a simple and straightforward way for local communities to make assessments of the character of the landscape and built environment (Oxford City Council, 2011).

Historic England was also consulted in June 2014 with respect to a future update of the Redington and Froggnal Conservation area statement. Notes taken at a workshop attended by members of the Redington Froggnal Conservation Forum and officers of Historic England and LBC have also informed this assessment.









CONTEXT



Context

This section of the report describes the location and context of the Redfrog area and summarises current planning policies which are relevant to the assessment.

Location

The Redfrog area is located in North London, within the Frognal and Fitzjohns Ward of LBC, as shown on Figure 1. According to the 2011 census the ward has a population of 11,986 (ONS, 2011). Redfrog is located directly west of the main urban centre of Hampstead and Heath Street. Approximately 1km to the north is the West Heath open space beyond which is the urban centre of Golders Green. The extensive Hampstead Heath lies 0.5km to the east and approximately 1km to the south is the urban area of South Hampstead. The urban area of Cricklewood lies approximately 1km to the west.

As shown on Figure 2, the northern boundary of the area follows West Heath Road, adjacent to West Heath, and to the south the boundary runs along Arkwright Road, Frognal and the southern part of the A41 Finchley Road. The eastern boundary is formed by Templewood Avenue, Templewood Gardens, Redington Road and Redington Gardens and the western boundary by the A41 Finchley Road.

Planning Policy Context

National Planning Policy

National Planning Policy Framework 2012 (NPPF)

The NPPF was published by The Department for Communities and Local Government in 2012. It requires local authorities to set out in their Local Plan a positive vision for the enhancement and enjoyment of heritage assets. Part 12 Conserving and enhancing the historic environment clearly states that local authorities should recognise “the desirability of new development making a positive contribution to local character and distinctiveness” and should seek “Opportunities to draw on the contribution made by the historic environment to the character of a place”.

Planning Practice Guidance

Planning Practice Guidance was published by The Department for Communities and in 2014. The section on design includes guidance on promoting landscape character (Paragraph: 007Reference ID: 26-007-20140306). It states that “development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development” and that the “successful integration of new development with their surrounding context is an important design objective”.

Regional Planning Policy

Further Alterations to the London Plan 2015 (FALP)

Further Alterations to The London Plan were published in 2015 by the Mayor of London and are the most recent updates to the London Plan published in 2010 (GLA, 2015). The London Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework

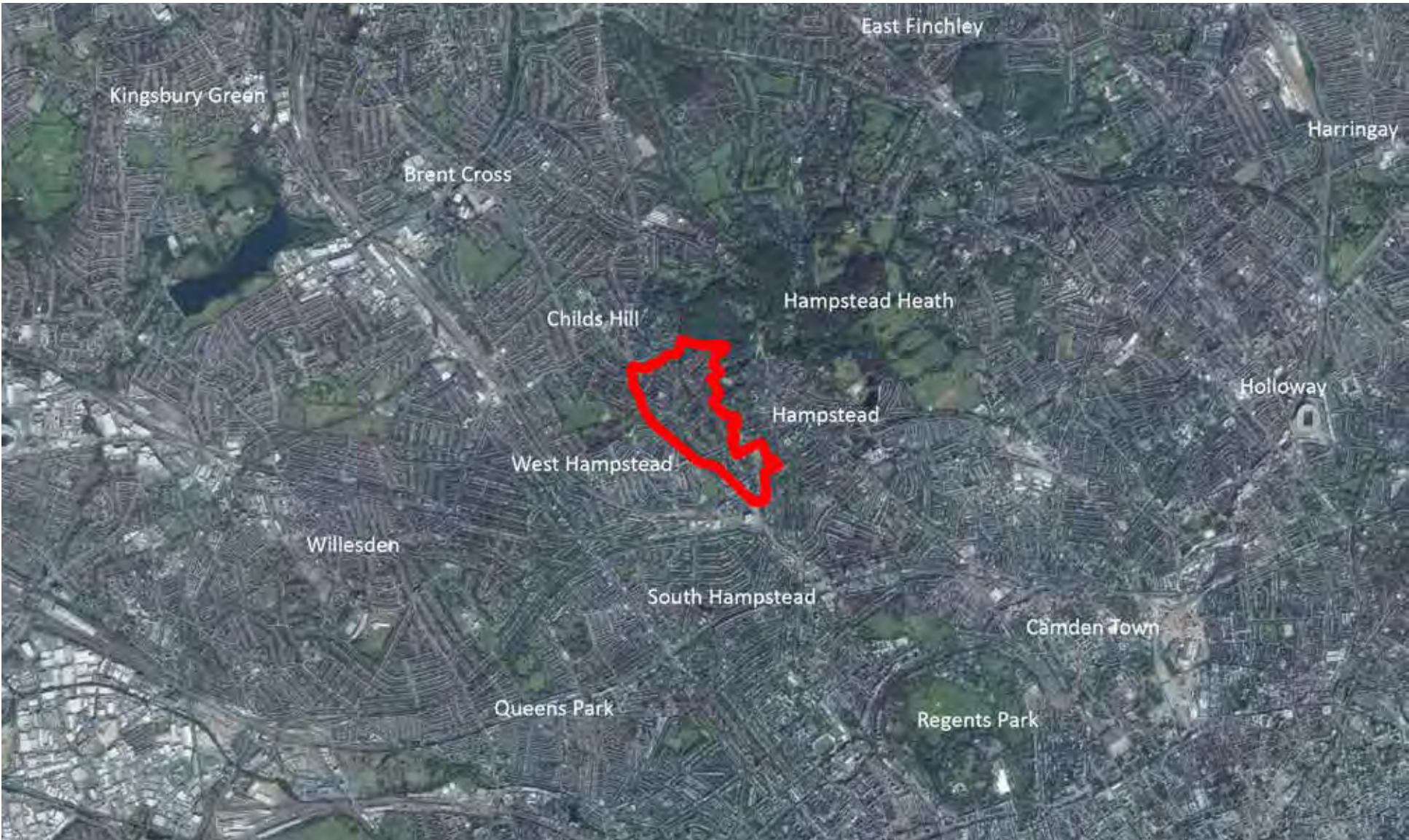


Figure 1: Location and Context

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for development within the capital to 2036. Policy 7.4 of the FAL, which has a bearing on the assessment of planning applications by LBC, clearly states:

“Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area’s visual or physical connection with natural features.”

Shaping Neighbourhoods: Character and Context 2014 Supplementary Planning Guidance (SPG)

The Shaping Neighbourhoods Supplementary Planning Guidance sets out an approach and process to help understand the character and context of a place (GLA, 2014). The results can inform the planning and design process and guide changes in ways which are responsive to place. The SPG states “buildings, streets and open spaces should provide a high quality design response that:

- has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass

- contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area
- is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings
- allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area
- is informed by the surrounding historic environment.



## Local Planning Policy

### Draft Camden Local Plan, 2015

LBC published the Draft Camden Local Plan in 2015 it is now consulting on (Camden Borough Council, 2015). When the Local Plan is adopted it will replace the current Core Strategy and will form the basis for planning decisions and future development in the borough. The Local Plan will cover the period from 2016-2031. Policy D2 Heritage states:

*“The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens.”*

### Camden Core Strategy, 2010-2025

LBC adopted the Core Strategy in November 2010 (Camden Borough Council, 2010). This document sets out the key policies and a vision for the borough and is a central part to the Local Development Framework. Policy CS14 refers to the promotion of high quality places and conserving heritage to ensure that Camden’s places and buildings are attractive by:

- requiring development of the highest standard of design that respects local context and character
- preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens
- promoting high quality landscaping and works to streets and public spaces
- seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible

### Camden’s Local List, 2015

Camden’s Local List identifies historic buildings and features that are valued by the local community and that help give Camden its distinctive identity. It was adopted in January 2015 and provides clear, comprehensive and current information about non-designated heritage assets (buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance meriting consideration in planning decisions) that exist within the borough. It defines non-designated heritage assets as elements of the historic environment that are not already designated but which nonetheless contribute to a sense of place, local distinctiveness and civic pride.

### Conservation Area Statement: Redington and Frognal, 2003

The Conservation Area Statement for Redington and Frognal aims to provide a clear indication of the Camden Borough Council’s approach to the preservation and enhancement of the area. The conservation area statement identifies eight distinct areas of character, largely based on the density, style and scale of buildings, the period of construction, topography and density of vegetation. (Camden Borough Council, 2003).



Figure 2: RedFrog Street Plan

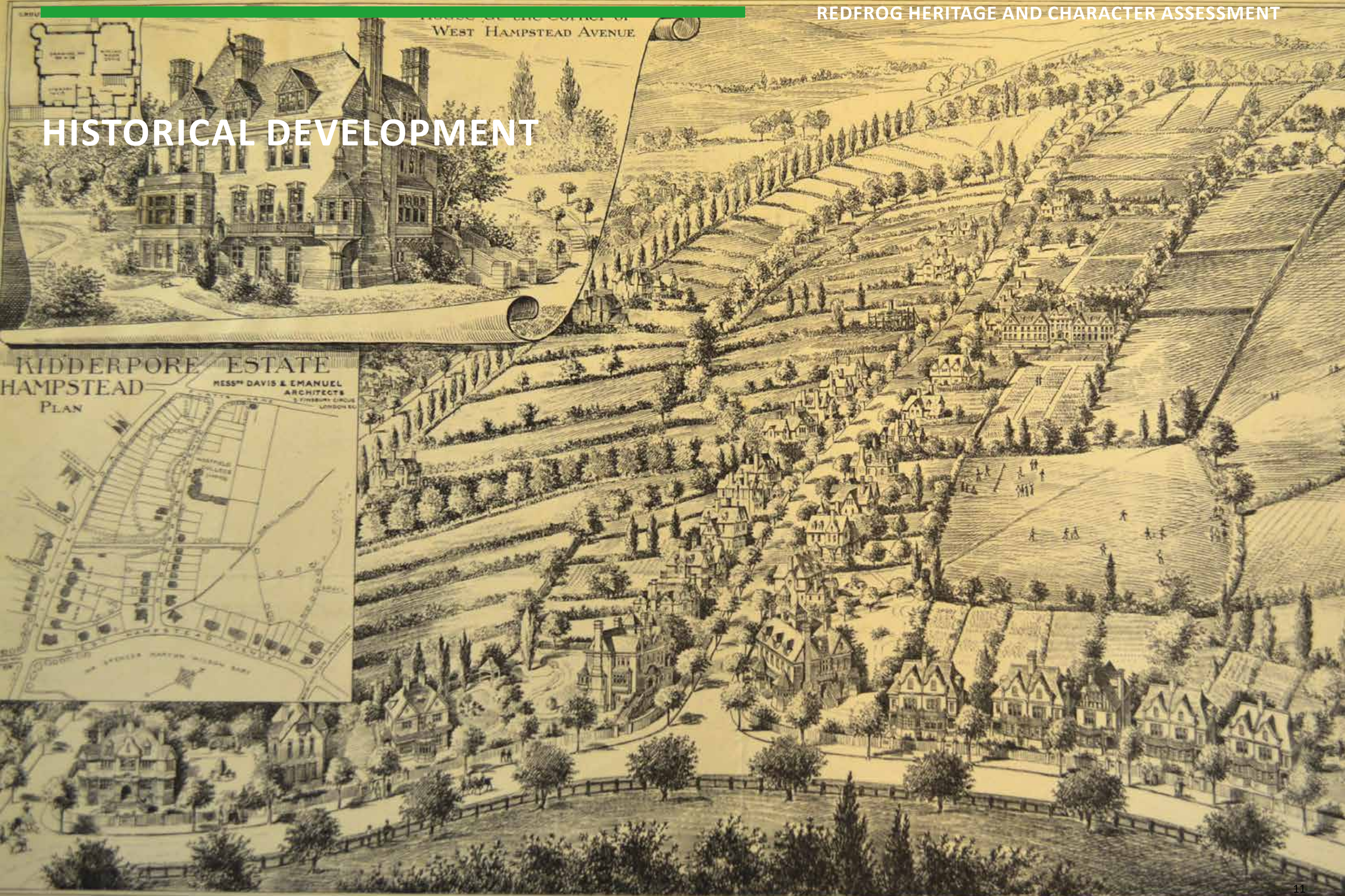
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# HISTORICAL DEVELOPMENT





Historical development

Frogna! was mentioned in the early 15th century as a customary tenement, probably known as ‘the house called Frogna!’ on the site of the later Frogna! House (Elrington 1989, 32-44). By the 17th century there were several cottages at Frogna! and as by 1792 it had become a destination praised for its ‘salubrity of air and soil, in the neighbourhood of pleasure and business’ (ibid.). In the 19th mid-19th century artists came to sketch the picturesque ruins of Frogna! priory, a mock-antique mansion dating from around the 1820s and demolished in 1880 (Wade 1989, 30)

The 1866 Ordnance Survey (Figure 3) depicts the land which now constitutes the Redfrog conservation area as primarily open fields. In the mid-19th century much of the land situated between the older village of Hampstead to the east, and further open fields to the west, was owned by the Maryon Wilson family, baronets of Eastbourne.



39 Frogna!

In the first half of the 19th-century Sir Thomas Maryon-Wilson sought to develop the family’s farmland privately. However, his proposal coincided with a wider campaign to protect common land around London and as a result, little development was achieved during his lifetime. It was not until after his death in 1869 that the land was sold off to the Metropolitan Board of Works.

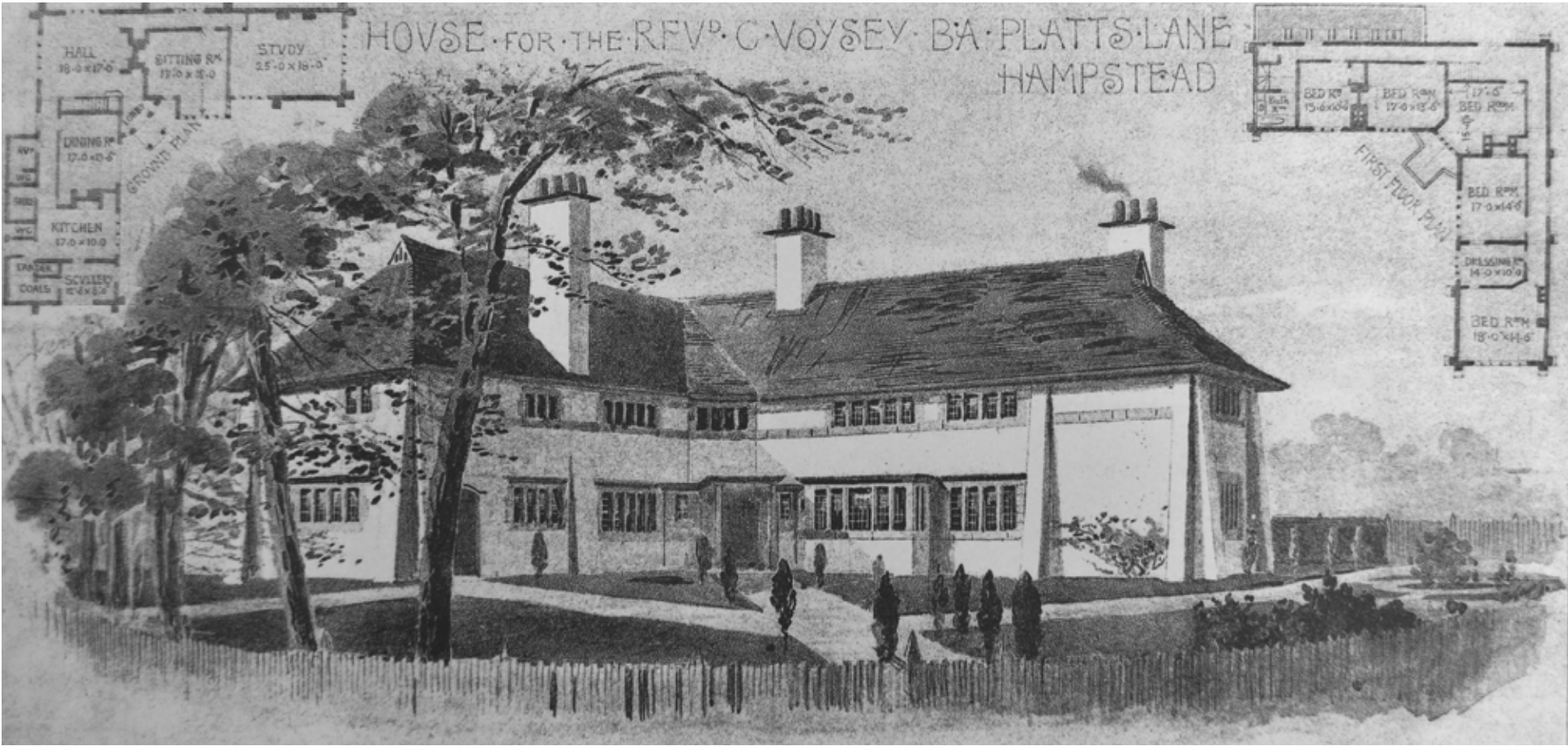
Smaller sections of land were owned by Thomas Pell Platt, and John Teil. When Teil died in 1854 his estate was broken up, leading to the purchase of a piece of the land, which included Kidderpore Hall, by Westfield College. The College, founded in 1882 as an all-women’s residential college based on the vision of Constance Maynard and Ann Dudin Brown, existed until recently as the Hampstead residential campus of King’s College (Sondheimer, 1983). A later addition to the area was another educational institution, University College School, an independent day school which relocated to the area in 1906-07.

Redfrog burgeoned in the late 19th century as the wealthy middle classes sought greener, cleaner places to live away from the city. Streets were laid out from the 1870s onwards and homes, mainly detached villas with large garden plots were built. The Maryon-Wilson estate sold off areas of land large enough for a half dozen or so homes and in order to keep the standard of high quality architecture that characterised the area, made covenants to control the appearance, materials, and size of the buildings (Camden Borough Council,2004, 7). Many of these houses were also subject to legal covenants which refer to their design and setting and restrict future modifications. Some of the earliest homes were designed by architect Philip Webb in the 1870s along Redington

Road.The architect Charles Quennell played a key role in the development of Redfrog. He and builder-developer George Washington Hart were responsible for the construction of around one hundred houses from around the late 1890s to 1914, creating an area which has been dubbed “Quennell Land” by Alastair Service (Camden Borough Council,2004, 7).

The 1894 Ordnance Survey map (Figure 4) shows development primarily clustered along the eastern side of the conservation area, logically near the populated area of central Hampstead. The map also depicts Westfield College and the surrounding development to the south-west corner of the conservation area. The central and southern character areas are generally characterized by a mix of Neo-Georgian and Arts and Crafts style homes, built before or after World War One. The 1915 Ordnance Survey map (Figure 5) demonstrates how rapidly Redfrog expanded, largely due to Quennell and the multitude of buildings he designed, which constitute the majority of listed buildings in the conservation area. While there was some development during the interwar and post-war periods the layout Redfrog has remained relatively unchanged since.

The larger area of Hampstead has a history of famous and influential residents including writers, architects, artists, musicians, and intellectuals from the late 19th century onwards. Redfrog contributed to this history, and the list of local residents includes Aldous Huxley; the children’s book illustrator Kate Greenaway; the Sculptor Sir William Hamo Thornycroft; the engineer Sir Owen Williams; the musician Dennis Brain and the Irish tenor John McCormack.



Residential uses typify the majority of the area





Figure 3: 1866 OS



Figure 4: 1894 OS



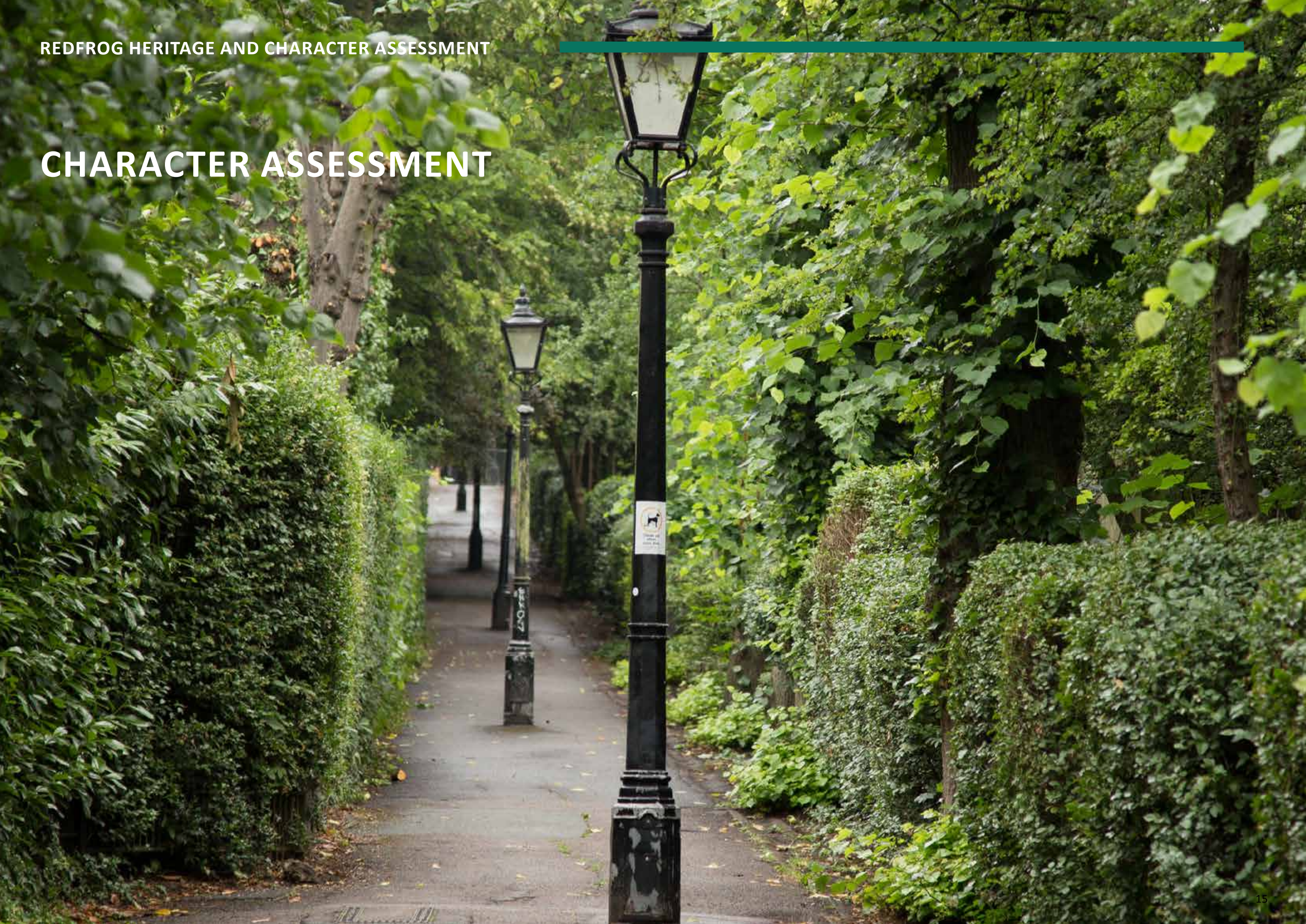
Figure 5: 1915 OS







# CHARACTER ASSESSMENT





Topography

The topography of the study area is shown in Figure 6. The underlying landform is closely linked to the complex hydrology defined by a series of rivers and streams. These run off the heath from the north and were diverted underground before the area was developed. The action of these watercourses on the underlying geology has resulted in an undulating topography which differs across the area. As a result there is a contrast between the valleys, such as Heath Drive and notably Redington Road, where there is an increased sense of enclosure, and areas on prominent elevated ridgelines, such as Platt’s Lane. The landform is generally masked by buildings and vegetation but the steepness of some areas is evidenced by terracing, retaining walls and steps within private gardens. In such cases, houses are often raised above the street, such as at the eastern side of Bracknell Gardens and the northern side of Oakhill Avenue.

The highest point within the study area (124m AOD) is located between Redington Road, West Heath Road and Platt’s Lane in the north-eastern corner of the study in an area locally known as Telegraph Hill. A small ridge of higher ground runs in a south-westerly direction from here through the northern part of the study area incorporating parts of Rosecroft Avenue, Hollycroft Avenue, Ferncroft Avenue and Kidderpore Avenue (95m AOD). There is also a small area of higher ground in the eastern part of the study area incorporating parts of Redington Road, Chesterford Gardens and Oak Hill Avenue between 95m and 110m AOD.

The land falls away to the south from West Heath towards the Finchley Road where urban development overlays the former tributaries of the Westbourne River. The lowest point in the study area is located at the southern end of Frognal where it meets Arkwright Road which lies at around 58m AOD, a difference of 66m compared to the highest point.



Undulating topography along Redington Road



Terraced front gardens



Retaining walls along Arkwright Road



Some buildings are substantially higher than the street



Ridgeline on Greenaway Gardens



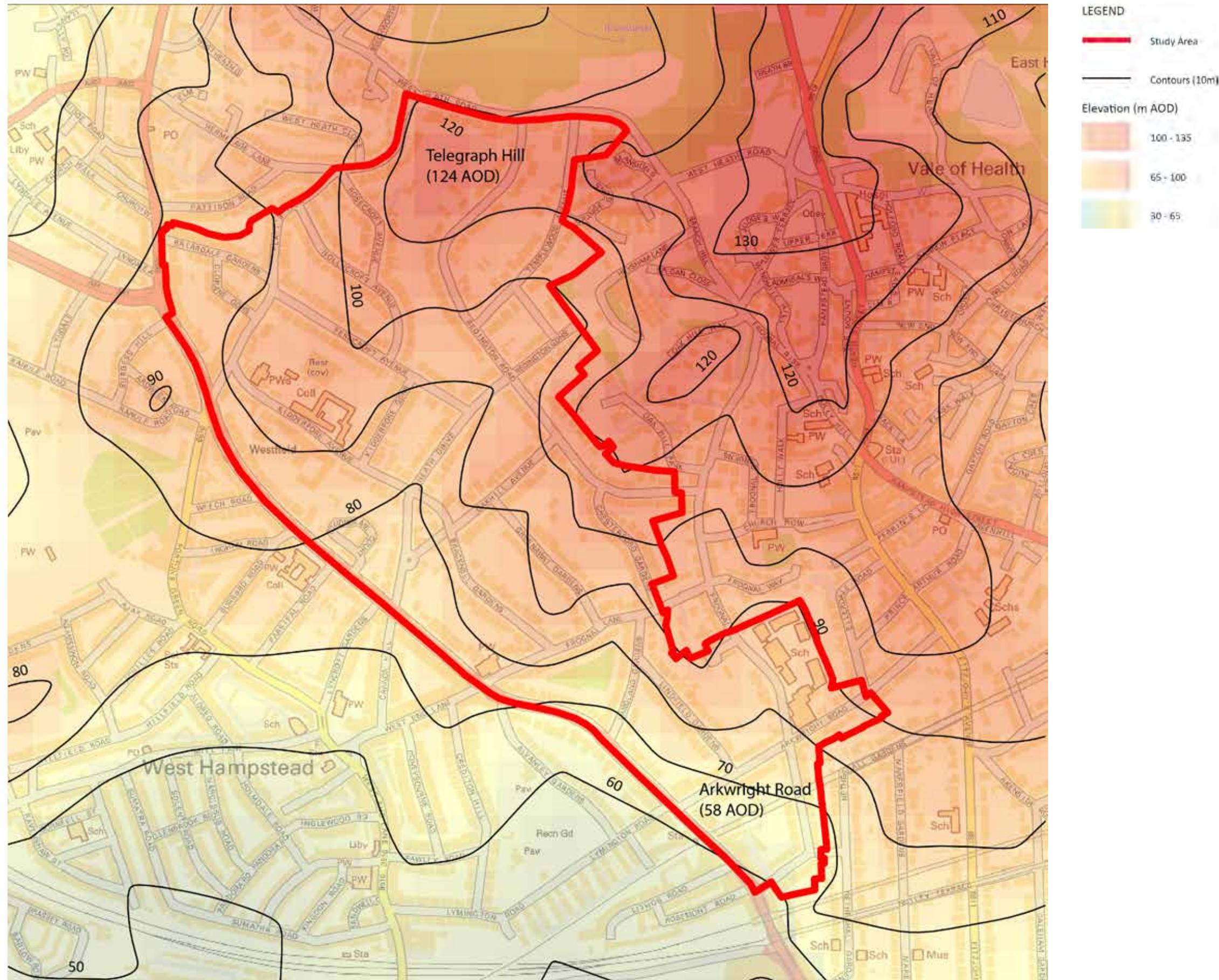


Figure 6: Topography

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Movement and Connectivity

The area is well connected to central London and north London with main road, line rail and underground connections, as shown in Figure 7.

The busy A41 Finchley Road, skirts the study area, creating a strong edge along the western boundary and connecting Golders Green to the north with Swiss Cottage to the south. This wide dual-carriageway incorporates two bus lanes, occasionally accommodating on-street parking. Its scale and the high levels of traffic are in contrast the quieter residential streets which typify much of the study area. There are busy signalised junctions at the intersections with east-west routes including Heath Drive, Frognal Lane, Arkwright Road and Platts Lane. These form the main gateways into the area from the west. The pavements of Finchley Road are relatively narrow in contrast to its original layout and there are infrequent pedestrian refuges within the central reservation supporting a degree of movement from west to east across the road.

Secondary routes include Platt’s Lane, Redington Road and Kidderpore Avenue in the north and Frognal, Frognal Lane and Arkwright Road in the south. These routes are noticeably quieter during the day and on street parking, much of which is restricted to residents, tends to slow traffic. However, at peak periods in particular, ‘rat running’ is more apparent. Apart from the pavements lining the streets within the area, pedestrian thoroughfares are limited but include Croft Way, which connects Finchley Road, Kidderpore Avenue and Ferncroft Avenue then Oakhill Way and Bracknell Way. These connections and the loose grid which defines the street pattern lead to a reasonable level of legibility and permeability within and across the area.

The nearest station is Finchley Road and Frognal Railway Station, located 75m from the end of Arkwright Road in the south of the study area and Hampstead Underground station, which is on the Edgware branch of the Northern Line, is located 300m to the east.



Busy A41 Finchley Road



Traffic Control on Netherhall Way



Pedestrian thoroughfares crossing slopes



Lightly trafficked local roads



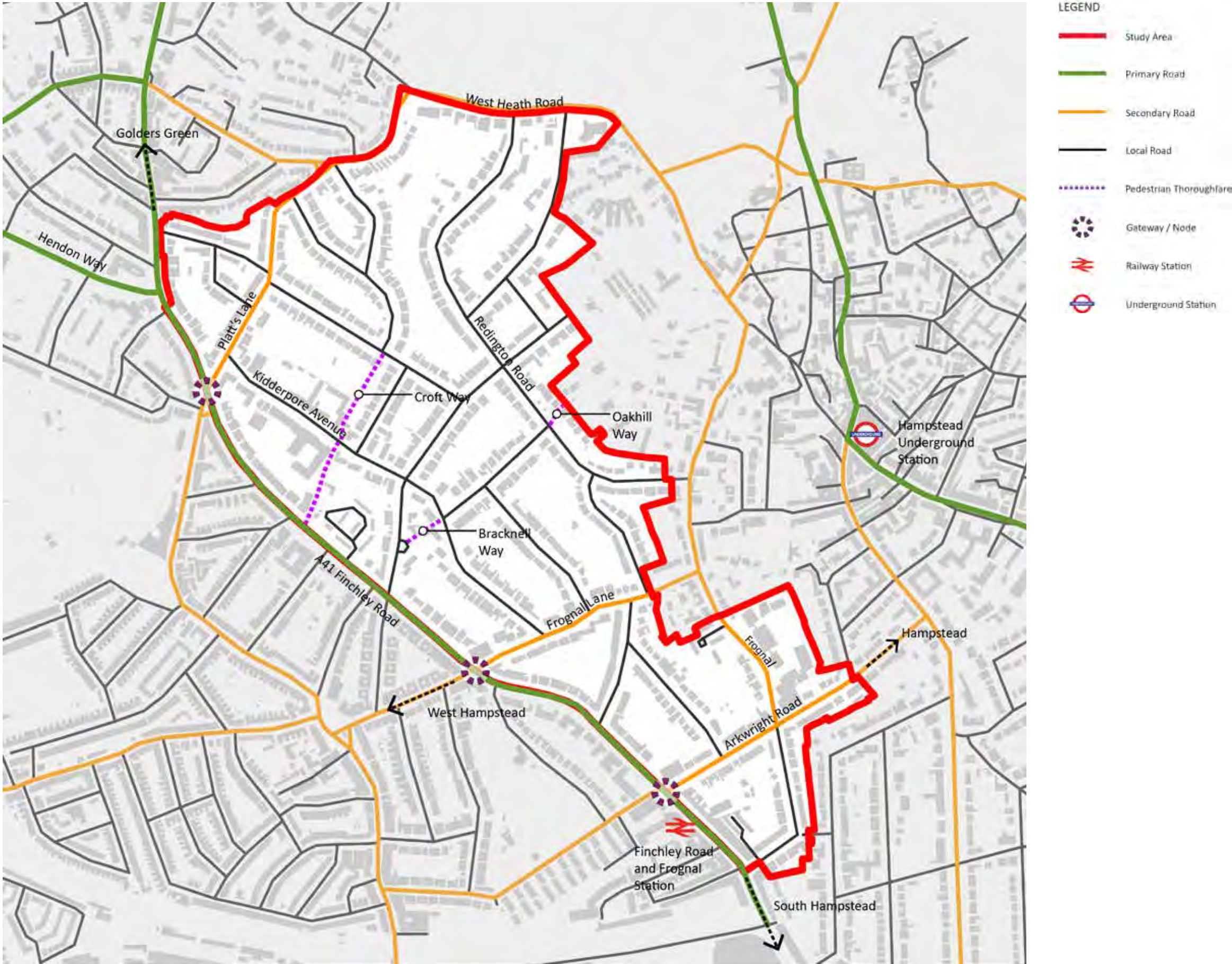


Figure 7: Movement and connectivity

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Urban structure and built form

As set out above, the major part of the area was laid out as a residential suburb during the late Victorian and early Edwardian period and much of this heritage, including the original pattern of of straight or gently curving streets arranged on a loose grid, survives today. Houses are typically detached or semi-detached, two to four storeys in height and set back from the road within large plots with mature gardens and consequently the study area has a low density of development, as shown in Figure 8.

There are clear distinctions in architecture between some streets, mostly as a result of the historical phases of development. However, the limited palette of materials and the similar age, size and style creates a high level of unity and cohesion and a strong local identity across most of the area. Although there is some variation in architectural detailing, the common style and age of buildings generally results in a harmonious and unified structure. The dominant vernacular building material within the area is red brick, often with half rendered or red tiled façades, red roof tiles and the detailing of windows and doors with ornate plaster work and bay windows. Boundary treatments vary from ornate ironwork railings, formal hedging, red brick, flint or lava stone walls or various combinations. Within streets the palette of materials is generally common, but the original period architectural detailing and finishes vary between buildings. This attention to detail creates an interesting mixture of individualistic buildings which make a strong contribution to the sense of place. Key distinctions between original details include building names, front doors, window styles and ornamentation. Appendix B provides a small selection of images of distinctive architectural detailing across the area. In some cases, through the modernisation of individual properties, these details have been lost or simplified, replaced with modern alternatives of the current architectural fashion or personal taste. There is also evidence throughout the area of properties which have been substantially extended, including basement and roof conversions and extensions which have increased the scale and building height to four or five storeys.

The buildings and plots either side of Kidderpore Avenue are distinctly different to the rest of area owing to the history of use by West Field College, now part of Kings College London. The Hampstead Campus, which has recently become disused, now lies predominantly to the north of the road and includes a complex of halls of residence, a former library and common rooms. These buildings are some of the oldest within the study area and, although their footprint is larger than many of the residential buildings in the area, retain a common frontage and roofline and a high degree of unity. The area to the south has seen some further change in the past 30 years, including the post-modern Westfield apartments. To the west, at the junction between Finchley Road, Platt’s Lane and Kidderpore Avenue, lies a large site where the previous post-war development has recently been demolished as currently being redeveloped as apartments.

There are also occasional more modern buildings distributed throughout the area. A number of these are post-war and are likely to be the result of rebuilding following bomb damage. Some of these houses are attributed to eminent modernist architects of the time including 50 Redington Road and 1a-1d Oakhill Avenue by Ted Levy, Benjamin and Partners and 1-6 Frognal Close by Ernst Freud. There are also small pockets of mid-20th century estate development,

an example being Studholme Court, which comprises four, four storey blocks of flats and terraced houses adjacent to Finchley Road. The buildings are set back from the road and arranged around semi-private green space and the common palette of materials, discrete architectural detailing and landscape setting are distinctive.



Large detached houses typical of the area



Hampstead campus of King’s College London, formerly Westfield College



Strong architectural detailing typical of the Edwardian period



Occasional modern architecture





Figure 8: Urban structure and built form

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Land Use

The dominant land use within the study area is residential, as shown in Figure 9. Occasional commercial properties including, cafes, restaurants and small offices line the busy A41 Finchley Road at street level including a small parade of local shops between Arkwright Road and Frognal but there is no focal point of commercial centre within the study area.

The arts also feature strongly in the social history of the area and some facilities for this purpose remain. Kidderpore Avenue includes the important local educational resource of Hampstead School of Art, which was founded in 1946, and Croxton Studios, a renowned venue for music recording and as a location for filming. The Camden Arts Centre, which occupies a site on the corner of Arkwright Road and Finchley Road, includes studio and exhibition space for contemporary art and a café and gardens.

Other uses include the West Heath Lawn Tennis Club, which occupies a site between the backs of houses on Ferncroft Road and the Kings College London Hampstead campus, which is accessed from Croftway. The University College School on Frognal becomes a focus for activity during the early morning and late afternoon whilst the extensive site of the Hampstead Campus of King’s College London on Kidderpore Avenue is currently vacant. Places of worship are few and include St Luke’s Church and Church Hall, on Kidderpore Avenue or St Andrews Church on the corner of Frognal Lane and Finchley Road.



University College School, Frognal



West Heath Lawn Tennis Club, off Platt’s Lane



Camden Arts Centre, Arkwright Road



Residential uses typify the majority of the area



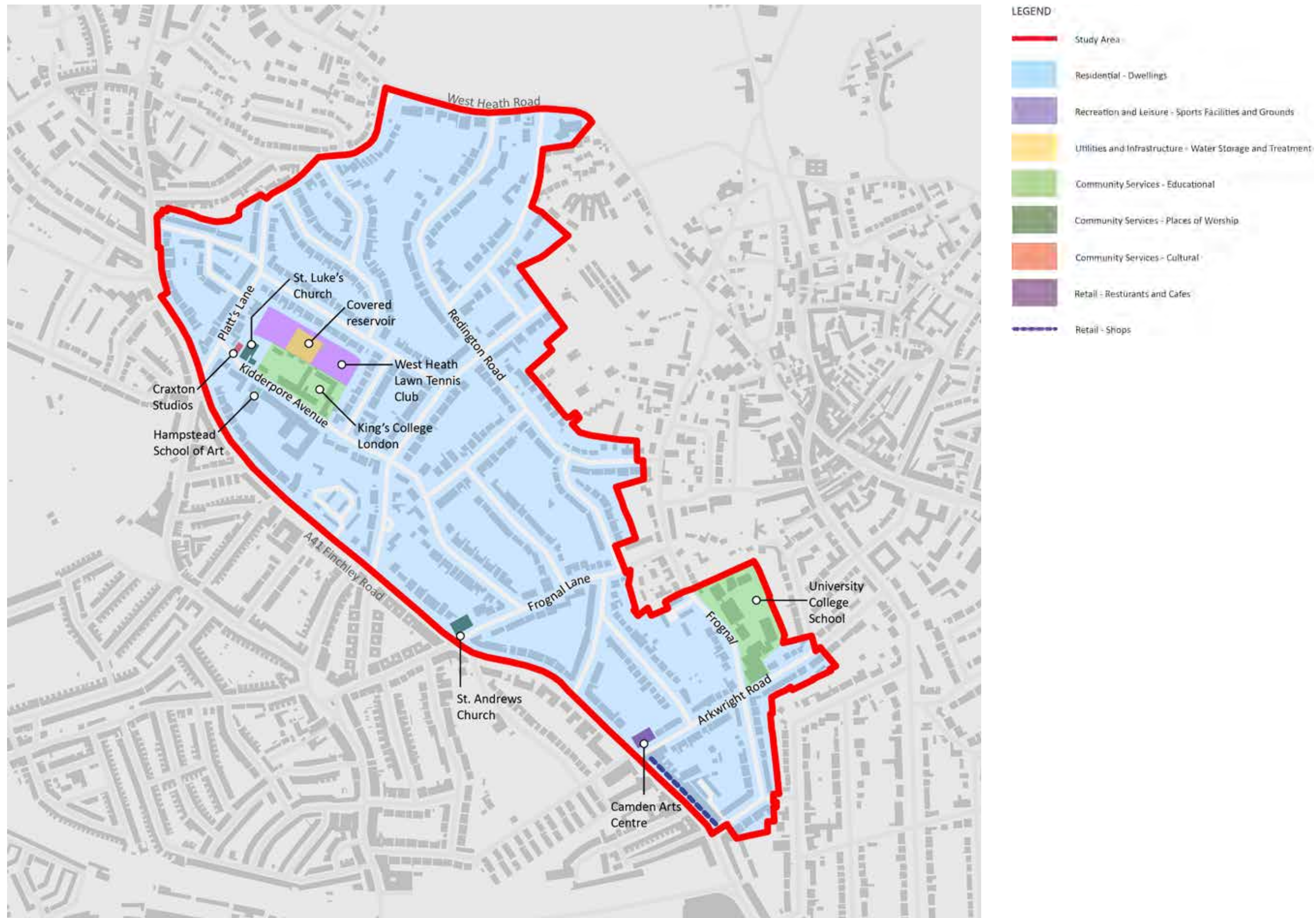


Figure 9: Land use

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## Heritage Assets

The Redfrog conservation area contains 44 listed buildings and is divided into eight sub-areas based on patterns of historical development and common character, as shown in Figure 10 and referenced in Appendix A. Close to half of the listed buildings within the area were designed by the architect Charles Quennell and built by George Washington Hart. There are three buildings of particular interest, reflected in their grade II\* listing.

The first, and possibly the most influential building in architectural terms in the conservation area, is the Grade II\* listed Annesley Lodge, No. 8 Platt's Lane by Charles Francis Annesley Voysey for his father in 1895 and described by Cherry and Pevsner as Voysey's best London house. Annesley Lodge is an L-shaped building on a corner plot, an unusual layout for the area. The house is limited in views from the street by the mature garden setting.

2-4 Redington Road, also grade II\* listed was designed by the architect Phillip Webb. Along with William Morris Webb played an integral role in the formation of the Arts and Crafts movement and SPAB (Society for the Protection of Ancient Buildings) manifesto and consequently many of his houses on Redington Road are influenced by the Arts and Craft Style.

The third grade II\* listed building in the Redfrog conservation area is the Church of St. Luke designed by the architect Basil Champneys in 1897. Champneys was a pioneer of the Queen Anne style but also designed in the gothic style as here. He also designed the vicarage close by in a Tudor style. The church is part of a larger group of buildings constructed in the late 19th and early 20th centuries for Westfield College, which includes six grade II listed buildings.

The Redfrog conservation area also benefits from a variety of designs by notable architects. Charles Quennell was by far the most prominent architect in the area. He and George Washington Hart were responsible for the construction of about one hundred houses from the late 19th century until 1914 in an area dubbed "Quennell Land" by Alastair Service. The influence of Quennell's use of the neo-Georgian and Arts and Crafts styles can be seen throughout the area.

Richard Norman Shaw is represented by No. 39 Frogna, a large, three-storey detached house built for the children's book illustrator Kate Greenaway in 1885 and now listed grade II. Born in Scotland, Shaw's name eventually became synonymous with English architecture as he made massive contributions to the domestic architecture of Victorian and Edwardian England through his interpretation of the Gothic revival style and picturesque domestic style of the English vernacular.

The most modern listed building in the conservation area is James Gowan's Schreiber House built in 1962-64. The grade II listed house was Gowan's first commission after he and James Stirling ended their partnership. The design of Schreiber House separates itself from earlier work by Stirling and Gowan by incorporating a greater austerity in his massing and use of brick work, resulting in one of the most significant examples of post war town homes.

Finally, groups of grade II listed buildings at both King's College London and University College School demonstrate the variety of heritage sites in the area. The buildings vary in age and style, however, King's College in particular is unique for the conservation area as the campus still exists from the late 19th

century, providing greenspace and building types otherwise absent from the area. Along with the previously mentioned grade II\* church of St. Luke, the listed buildings at what is now part of King's College include, Kidderpore Hall, the Maynard Wing, Skeel Library, the Summerhouse, and the College Chapel. Kidderpore Hall was built in 1843, some twenty years before the college, and was acquired in the purchase of Teil's land following his death.

University College School features a group of listed structures within the conservation area. The school was itself was designed by Arnold Mitchell in the Edwardian Baroque style and built in 1906-07. Much of the school was destroyed by fire in 1978, and restored in as closely as possible to the original by the architect Michael Foster. The porter's lodge and the gates and railings, also by Mitchell are both grade II listed.

Not all heritage assets need be listed to be recognised as making a positive contribution to the townscape. There are a number of non-designated assets within the conservation area which are important to the character of the area, some of which are included on Camden's local list (see Appendix A).



Church of St. Luke, Grade II\*

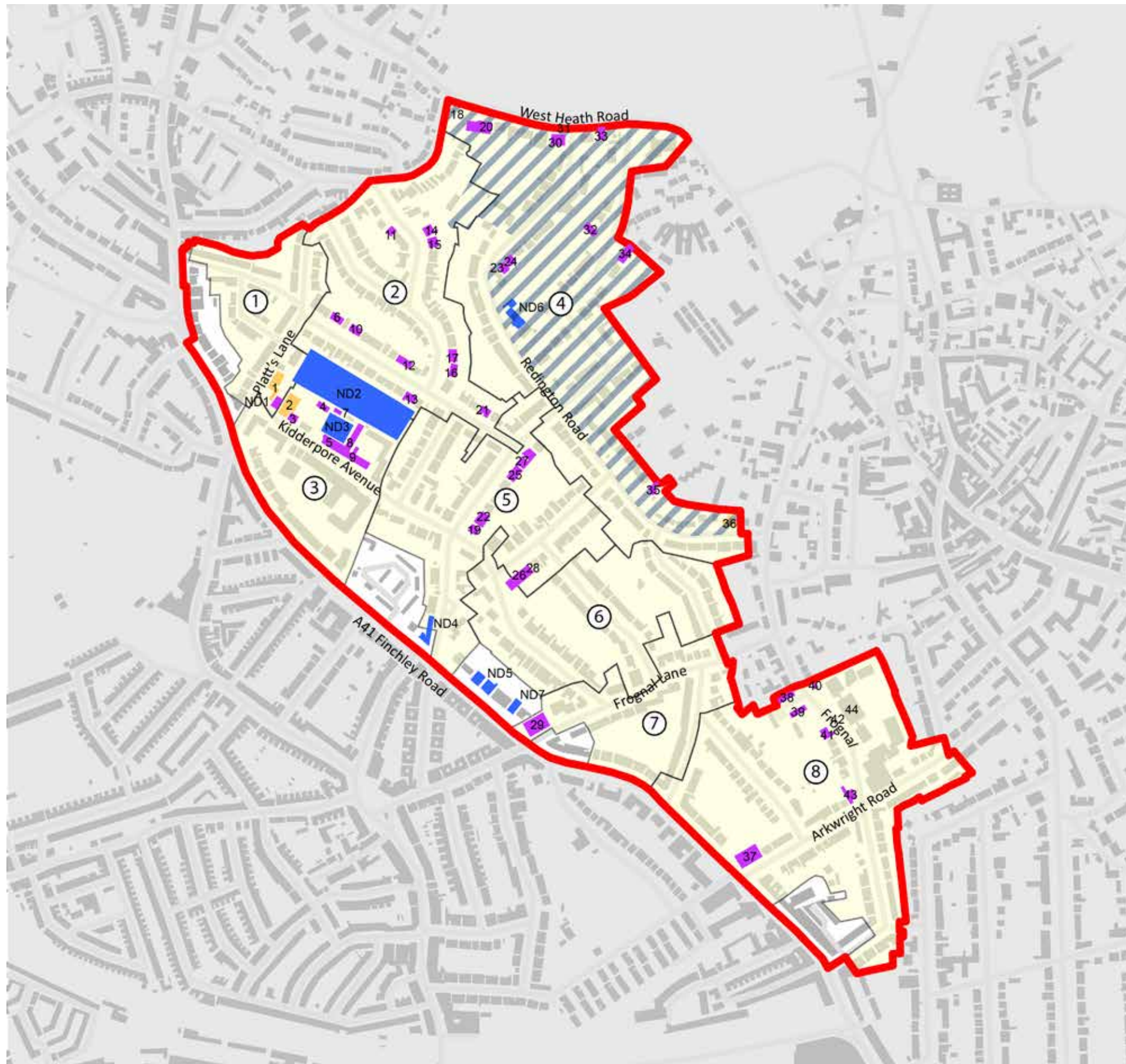


Annesley Lodge, No. 8 Platt's Lane, Grade II\*



Schreiber House, West Heath Road, Grade II





LEGEND	
<span style="color: red;">—</span>	Study Area
Listed Buildings	
<span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Grade II*
<span style="background-color: purple; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Grade II
Local Heritage Designations	
<span style="background-color: blue; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Camden Local List
<span style="background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Area of Special Character
<span style="border-bottom: 1px solid black; display: inline-block; width: 15px; height: 1px;"></span>	Redington Frogna Conservation Area
Conservation Area Sub-Areas	
①	Briardale and Colrane Gardens/Platt's Lane
②	The "Crofts"
③	King's College and Environs
④	Redington Road and Templewood Avenue
⑤	Heath Drive and Environs
⑥	Bracknell, Greenaway and Chesterford Gardens
⑦	The "Triangle", Frogna Lane 214 - 24B Finchley Road and Langland Gardens
⑧	Arkwright Road, Frogna Close and Lindfield Gardens

Figure 10: Heritage assets

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Green infrastructure and public realm

Public green space within the study area is very limited, as shown in Figure 11. The West Heath Lawn Tennis Club (WHLTC), together with a large covered reservoir, contributes the most substantial area of open space, although this is not publicly accessible. The Kings College Campus includes two large open spaces comprising formal lawns and planting located within the campus grounds. However, these spaces are not accessible to the general public and the site is currently vacant. This, together with the WHLTC, creates a sense of green enclosure between the backs of properties on Ferncroft Avenue and Kidderpore Avenue.

There is also an area of private open space behind houses lining Finchley Road, Frogna Lane and Langland Gardens in the south of the study area. This enclosed garden, which creates a break in the urban fabric, is contemporary with mansion blocks of the period in other parts of London such as Kensington and Westminster, but is not accessible to the public.

By far the largest contribution to green space comes in the form of private gardens which form an important component of the area’s green infrastructure. The mature, established gardens make a significant contribution to the verdant and unified character of the area. Planting within private gardens throughout the study area is formal, ornamental and occasionally exotic, generally with a high standard of maintenance. Gardens are often architecturally designed with well-maintained formal planting. Trees within private gardens, many of which are mature and some of which are ornamental also contribute significantly to the character of the area. Hedges commonly form boundaries to front gardens but there is evidence that these have been removed in places. Where these formal hedges have been retained they create an attractive edge between the buildings and the street, such as along Heath Drive.

The survival of original street tree planting along many roads, such as Rosecroft Avenue, creates a strong sense of identity and further reinforces the verdant character of the area. The original design comprises principally London Plane and occasionally Horse Chestnut. There is evidence of a programme of pollarding of London Plane throughout the area which subsequently affects the sense of enclosure locally. Exceptions, such as Greenaway Gardens where there are no street trees and Redington Road where street trees are sparse or have been lost, underline the value of trees in other parts of the area. In such cases the contribution of vegetation within front gardens to the character of the street is increased. The study area has a significant amount of trees with protection in the form of Tree Preservation Orders. Where trees have died or been removed, they have generally been replaced with a wider mix of species including Liquid Amber and Ornamental Pear and Cherry. In some cases residents have planted around the base of mature trees to create pockets of vegetation which further enclose the street.

The combination of abundant and mature vegetation within private gardens and the public realm also creates a varied urban habitat for wildlife. The distance between building frontages, the gaps between buildings and the extensive rear gardens have also been shown to create corridors for foraging bats and other wildlife.

Public realm within the area is generally restricted to pavements lining the streets and outside public or institutional buildings such as schools and

churches. The materials used to surface pavements vary and in some cases are very distinctive. For example, Greenaway Gardens is lined by pavements of red brick, which are contemporaneous with the neo classical buildings which front the road. Elsewhere, flag stones have been used, along Bracknell Gardens for example but other streets are lined by pavements of asphalt or concrete. In the majority of cases the original granite kerbs have been retained, which has a unifying influence. There are however areas where paving has been replaced ad hoc with other materials through street repairs, utilities and drop-kerbs of as

a means to provide permanent vehicle access to private houses which disturbs the continuity of pavements. Street furniture is scarce with occasional benches, bollards and pillar boxes which are generally in keeping with the character of the buildings and streets. The retention of original street signs is another unifying feature of the area although there are cases where these have been replaced with standard highway authority signs. The social history of the area is also evidenced by the numerous English Heritage circular blue plaques distributed throughout the area.



Street trees are a unifying feature and important wildlife corridors



Red brick paving common to streets including Templewood Gardens



High quality and variety of garden planting



Original street signs are distinctive





Figure 11: Green infrastructure

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Views

The localised topography creates interesting backdrops to the typical street scene. Long distance views along streets are generally interrupted by the undulating landform, street trees and buildings in the middle distance. As a result views are generally short and are largely restricted to streets and between buildings. This reinforces the feeling of enclosure and a varied sequence of views moving through the area. This contributes to a strong sense of place and to an appreciation of the variation in character between different streets.

Framed, glimpsed views between houses into the mature rear gardens of properties are a distinctive feature of the area and reinforce the visual link between the urban streets and more natural appearance of the hinterland. These views are sometimes the only views onto green space that is available. Despite te elevated topography of the northern part of the area, long distance views are generally screened. There are however occasional, albeit filtered views along streets including Arkwright Road and Platt’s Lane towards a distant skyline to the south-west.



Strong architectural detailing typical of the Edwardian period



Large detached houses typical of the area



Strong architectural detailing typical of the Edwardian period



University College School, Frognal



Occasional modern architecture



# MANAGING CHANGE





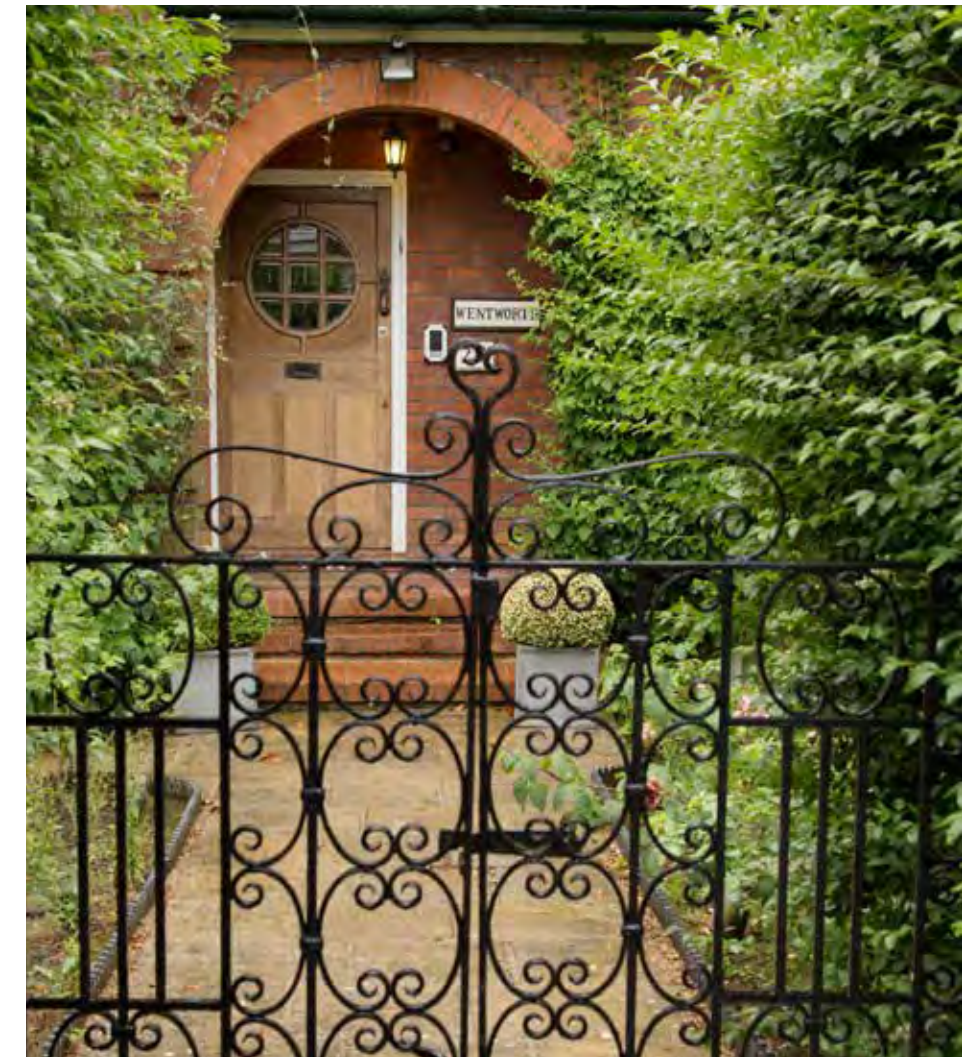
## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate generally to the historical development of the area and the quality of surviving heritage

- Comprehensive survival, variety and high quality, architecturally distinctive houses from the late 19th and early 20th century which chart an important period in the development of Hampstead and modern suburbia
- Intact pattern of streets and pedestrian thoroughfares with a good degree of permeability
- Commonality in materials but differentiation between the architectural style of buildings from street to street, which enhances the quality and legibility of the area
- Rich architectural detailing of buildings
- Generally large, landscaped plots and mature street trees which contribute to the green infrastructure of the area
- Well vegetated front gardens which enhance the quality and verdant character of the streets



*Large detached houses typical of the area*



*Survival of original features*



*Strong architectural detailing typical of the Edwardian period*



*Strong architectural detailing typical of the late Victorian period*



*Well vegetated front gardens*



## Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the modernisation and enlargement of existing properties or the replacement with new contemporary buildings resulting in the loss of key characteristics

- Removal of original boundaries and front gardens and the fortification of some boundaries to create secure areas of off-street parking in a contemporary style has resulted in a random, fragmented appearance to the edge of some streets
- Construction of basement extensions, sometimes resulting in an increase in the height of road facing façades, has resulted in the loss of front gardens and altered the balance between buildings and the street
- Roof conversions and the introduction of roof lights or dormer windows has altered the roofscape
- Construction of rear extensions or summerhouses, swimming pools, tennis courts and hard paving has resulted in a cumulative loss of trees and other garden plants, reducing the total amount of vegetation cover
- Extensions have filled gaps between buildings in places, restricting views from the street towards the garden hinterland
- The modernisation of some buildings has resulted in the loss or simplification of important architectural details, such as the smoothing over of rough render, replacement of traditional doors and windows with modern alternatives and the removal of friezes and other ornamentation
- The busy Finchley Road is dominated by traffic which restricts movement across the road and the pavements which line the road are narrow, particularly at the key gateway into the area at Arkwright Road
- The quality of shop fronts facing Finchley Road is varied and detracts from the fine architectural detailing of the building facades
- The materials used to make repairs or alterations to streets and pavements in the public realm often differ from the original materials used, creating a patchwork of surfacing which detracts from the quality and unity of the area
- There is a distinct lack of public open space within the area



*Conspicuous basement extensions and removal of front gardens*



*Fortification of boundaries*



*Loss of original architectural details*



*Low quality additions which lack detail*



## Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the scale, setting and architectural design of buildings and the contribution of mature vegetation to the quality of the area:

- The garden setting of buildings which creates space between them is a central element of the original design of the area
- Building scale, mass and height and continuity of building frontages, roof lines and boundaries
- Limited palette of materials and finishes including red brick, hanging tile and rough render and architectural details including doors, windows and ornamentation which creates a high degree of unity
- Survival of original street trees
- Openness of the land north of Kidderpore Avenue including the King's College London Hampstead Campus associated with the former Kidderpore Hall, West Heath Lawn Tennis Club and covered reservoir



*Continuity of building and roof line*



*Retention of mature street trees*



*Gardens and gaps between buildings are key to setting*



*Limited palette of materials*



*Open space north of Kidderpore Avenue*



## Character management principles

Whilst the structure and general urban fabric of the area remains true to the original layout of the area and many houses have retained their valuable architectural details, there has been an increased pace of change particularly over the past ten years. The incremental modernisation, expansion or redevelopment of individual properties has resulted in a cumulative impact on certain characteristics, which are considered further below. Without further protection through planning policy, further erosion of the special qualities of the area is likely to occur.

In addition to the direct changes described above a range of indirect pressures may result in a change in character over time. Climate change is likely to result in more extreme weather patterns including more frequent floods or drought. The species of plants currently within the study area may not be able to tolerate such extremes and over time may be replaced. Furthermore, over recent years a number of new plant pests and diseases have established in the UK which have the potential to wipe out certain species. As the range of species of trees which line the streets is narrow, there is a risk that these strong elements of character could disappear. Technological innovation is also likely to continue at a rapid pace. Innovation in personal transport in response to higher energy prices, for example, may change the way that roads are used or vehicles are stored.

In order to address the issues highlighted above, managing change in this area should therefore focus on sustaining the heritage of the area whilst accommodating development which reinforces or enhances the quality and setting of the buildings and streets. This will be achieved through planning policies which require new development to have regard to the heritage and sensitive characteristics of the area and improvements to the public realm.

The following principles should apply:

- Proposals to alter existing buildings should demonstrate a detailed understanding of the history and design qualities of the building and provide a clear rationale for how this is taken account of in the design of the alterations proposed
- Any new building should respect the building and roof line of neighbouring buildings. Where detached buildings are proposed there should be clear gaps between these and neighbouring buildings to allow views from the street through to a well vegetated backdrop.
- Any future redevelopment of the Hampstead Campus of Kings College London should seek to retain the existing buildings on the site with facilities for some community use and enhance their landscape setting by making a contribution to accessible, high value, high quality public open space on site in line with LBC standards
- The materials proposed for any new buildings, building alterations and alterations to private gardens and boundaries should be high quality and should be responsive to the character of the existing or surrounding buildings in their detailing
- Within the Conservation Area, railings are not generally considered appropriate as a boundary treatment and low timber fences and hedges

which are reflective of the original estate design are more likely to be acceptable.

- Proposals to create basement extensions should pay specific attention to the appearance of façades, which should not detract from views from the street and should be a natural extension of the original design, using the same palette of materials and detailing
- Proposals which retain or enhance well-vegetated front gardens are demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving
- Original materials and a high standard of workmanship should be applied in the repair or other works to pavements and public realm
- Opportunities to improve west-east access across Finchley Road for pedestrians and cyclists, to enhance the public realm by widening pavements and to improve the appearance and quality of shop fronts should be supported
- A plan should be prepared to set out commitments to the management and future replacement of street trees which considers resilience to environmental change

## Next steps

This study is intended to provide evidence to support the development of policies with respect to heritage and character for the Redington Frogna! Neighbourhood Plan. As such, it does not provide a comprehensive overview of contribution of individual buildings, streets or spaces to the character of the area. It should be considered alongside other evidence gathered through the plan making process, such as detailed policy reviews, consultation responses and site options assessments and the evidence base of the emerging Camden Local Plan.

The Conservation Area Statement for RedFrog was adopted by LBC in 2003. This heritage and character assessment has identified further evidence which makes it clear that the existing Conservation Area Statement by LBC is in need of updating. Furthermore, it has shown that current policy has failed to protect some of the special qualities and key characteristic of the area which have been gradually eroded in places by modifications to existing properties of the development of new properties. The Neighbourhood Plan should provide policies which give further protection to these sensitive characteristics. Further work is required to understand the contribution of individual buildings to the conservation area and the possible extension to include other areas of RedFrog.

Other work which would strengthen the evidence base and provide a basis for monitoring and managing future change include:

- Detailed mapping of all trees within the area, including Tree Preservation Orders;
- Mapping of underground watercourses and exploration of the potential to uncover sections if practicable to contribute to green infrastructure; and
- The identification of discrete areas of character within RedFrog.

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<http://www.redfroghampstead.org/history.html>

<http://www.english-heritage.org.uk/visit/blue-plaques/>

<http://www.voyseysociety.org/index.html>

### *Cartographic sources*

London Sheet 27.1 Hampstead 1866 – 15 inches to 1 mile

London Sheet 27.2 Hampstead 1894 – 15 inches to 1 mile

London Sheet 27.3 Hampstead 1915 - 15 inches to 1 mile



## APPENDIX A: SCHEDULE OF HERITAGE ASSETS





LISTED BUILDINGS

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
1	1139064	ANNESLEY LODGE	II*	525243	185940	14/05/1974
2	1379248	CHURCH OF ST LUKE	II*	525267	185911	14/05/1974
3	1379247	ST LUKES CHURCH VICARAGE	II	525273	185889	11/01/1999
4	1379249	COLLEGE CHAPEL, KINGS COLLEGE	II	525324	185908	16/01/1996
5	1379250	KIDDERPORE HALL, KINGS COLLEGE	II	525334	185848	11/08/1950
6	1078342	6 AND 8, FERNCROFT AVENUE	II	525348	186059	11/01/1999
7	1379253	THE SUMMERHOUSE, KINGS COLLEGE	II	525362	185897	16/01/1996
8	1379251	THE MAYNARD WING, KINGS COLLEGE	II	525370	185846	16/01/1996
9	1379252	THE SKEEL LIBRARY, KINGS COLLEGE	II	525374	185823	16/01/1996
10	1078343	12 AND 14, FERNCROFT AVENUE	II	525380	186039	11/01/1999
11	1330373	17, ROSECROFT AVENUE	II	525438	186198	11/01/1999
12	1078344	26 AND 26A, FERNCROFT AVENUE	II	525469	185978	11/01/1999
13	1078345	33 AND 35, FERNCROFT AVENUE	II	525473	185921	11/01/1999
14	1330377	20, ROSECROFT AVENUE	II	525507	186205	11/01/1999
15	1330374	18, ROSECROFT AVENUE	II	525512	186184	11/01/1999
16	1379122	47 AND 49, HOLLYCROFT AVENUE	II	525540	185965	11/01/1999
17	1379121	43, 43A AND 45, HOLLYCROFT AVENUE	II	525542	185989	11/01/1999
18	1379183	GATES, RAILINGS AND WALL TO THE GROUNDS OF ST VEDASTS SCHOOL, SARUM CHASE	II	525560	186397	14/05/1974
19	1378824	33, HEATH DRIVE	II	525579	185700	11/01/1999
20	1379182	ST VEDASTS SCHOOL FOR BOYS, SARUM CHASE	II	525590	186380	14/05/1974
21	1078346	40 AND 42, FERNCROFT AVENUE	II	525593	185903	11/01/1999
22	1378823	31 AND 32, HEATH DRIVE	II	525595	185717	11/01/1999
23	1130371	54, REDINGTON ROAD	II	525628	186142	11/01/1999
24	1130372	56, REDINGTON ROAD	II	525641	186153	11/01/1999
25	1378822	25 AND 26, HEATH DRIVE	II	525648	185793	11/01/1999
26	1322079	25 AND 27, OAKHILL AVENUE	II	525655	185624	11/01/1999
27	1378821	24, HEATH DRIVE	II	525660	185813	11/01/1999
28	1322078	21 AND 23, OAKHILL AVENUE	II	525670	185636	11/01/1999
29	1078347	PRESBYTERIAN CHURCH OF ST ANDREW	II	525685	185372	14/05/1974
30	1379180	LIPA	II	525716	186359	11/01/1999
31	1379181	BOUNDARY WALLS AND PIERS TO LIPA, NUMBERS 13, 13B AND 13C	II	525731	186377	11/01/1999
32	1378975	15, TEMPLEWOOD AVENUE	II	525775	186207	11/01/1999
33	1379179	SCHREIBER HOUSE AND ATTACHED SWIMMING POOL	II	525793	186364	15/07/1998
34	1378974	14, TEMPLEWOOD AVENUE	II	525834	186166	11/01/1999
35	1130370	ONE OAK	II	525881	185768	11/01/1999
36	1245497	2 AND 4, REDINGTON ROAD	II*	526010	185712	25/01/1963
37	1244685	CAMDEN ARTS CENTRE AND ATTACHED PIERS AND WALL	II	526044	185150	08/06/1990
38	1113088	NUMBERS 5 AND 6 INCLUDING WALLS TO SIDE AND FRONT	II	526107	185418	11/01/1999
39	1113087	NUMBERS 1 AND 2 INCLUDING WALLS TO STREET	II	526125	185396	11/01/1999
40	1113061	UNIVERSITY COLLEGE SCHOOL PORTERS LODGE	II	526155	185439	14/05/1974
41	1113057	39 AND 39A, FROGNAL	II	526175	185355	11/08/1950
42	1113086	GATES AND RAILINGS TO UNIVERSITY COLLEGE SCHOOL	II	526192	185382	14/05/1974
43	1244684	NUMBER 28 AND ATTACHED BOUNDARY WALLS AND PIERS	II	526214	185254	11/01/1999
44	1113085	UNIVERSITY COLLEGE SCHOOL	II	526216	185398	14/05/1974



NON-DESIGNATED HERITAGE ASSETS

ID	LBC ID	NAME	ASSET TYPE	EASTING	NORTHING
ND1	372	PUBLIC BENCH - OPPOSITE 8 PLATT'S LANE	STREET FEATURE OR OTHER STRUCTURES	525226	185935
ND2	235	WEST HEATH LAWN TENNIS CLUB	NATURAL FEATURES OR LANDSCAPE	525315	185966
ND3	226	KINGS COLLEGE, HAMPSTEAD RESIDENCE	NATURAL FEATURES OR LANDSCAPE	525325	185884
ND4	583	280 FINCHLEY ROAD AND ALBEMARLE MANSIONS	BUILDING OR GROUP OF BUILDINGS	525498	185520
ND5	582	260 AND 262 FINCHLEY ROAD	BUILDING OR GROUP OF BUILDINGS	525593	185444
ND6	28	50 REDINGTON ROAD	BUILDING OR GROUP OF BUILDINGS	525642	186085
ND7	789	254 FINCHLEY ROAD	BUILDING OR GROUP OF BUILDINGS	525645	185402







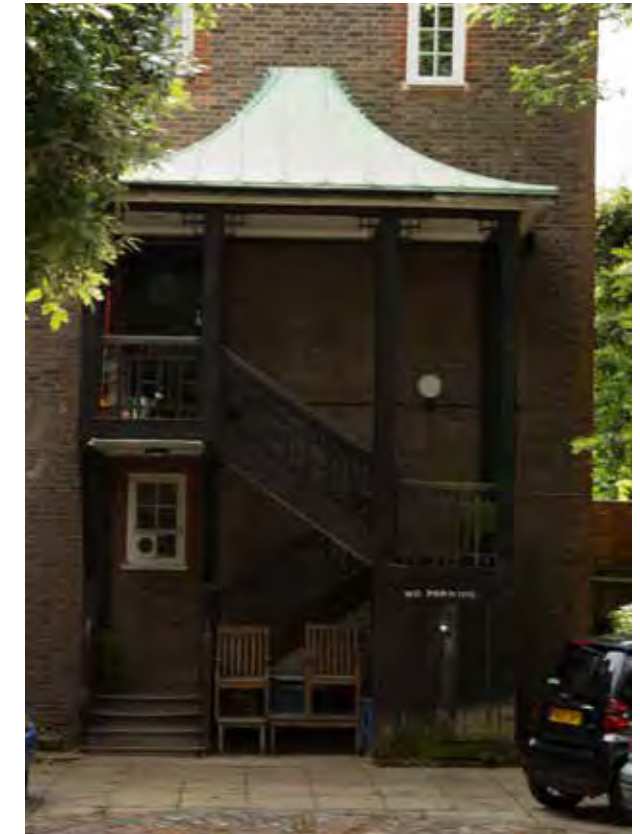
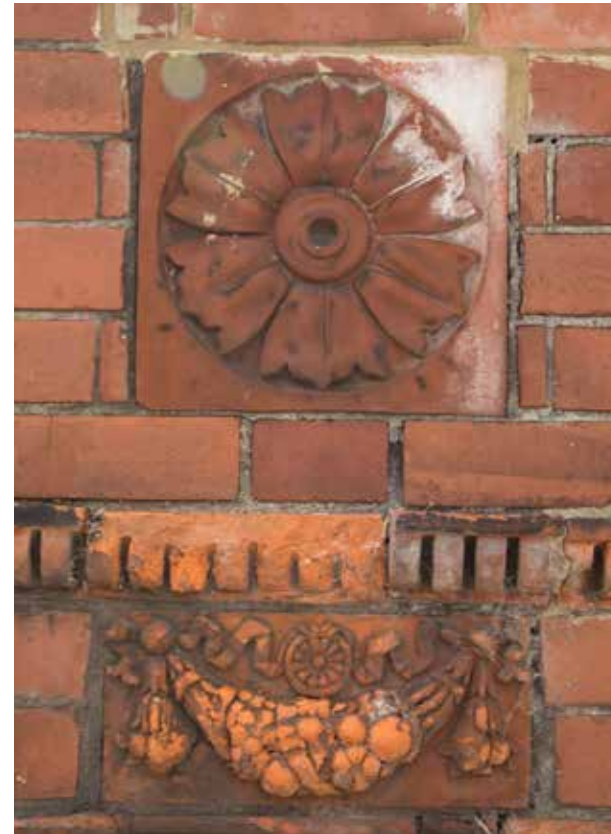
## APPENDIX B: ARCHITECTURAL DETAILS





## REDFROG HERITAGE AND CHARACTER ASSESSMENT

### ORNAMENTATION





REDFROG HERITAGE AND CHARACTER ASSESSMENT  
DOORS

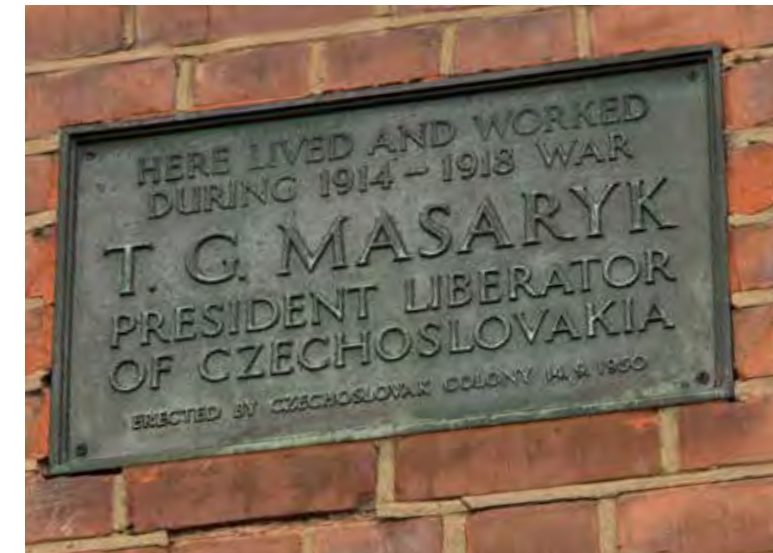




## REDFROG HERITAGE AND CHARACTER ASSESSMENT WINDOWS









## REDFROG HERITAGE AND CHARACTER ASSESSMENT

### MODERN ARCHITECTURE





## REDFROG HERITAGE AND CHARACTER ASSESSMENT

### BOUNDARY TREATMENTS





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