

Holly Lodge Estate

**Conservation Area Appraisal
and Management Strategy**

London Borough of Camden

November 2012

final draft for adoption

Holly Lodge Estate Conservation Area Appraisal and Management Strategy Introduction

This document forms a Conservation Area Appraisal and Management Strategy for the Holly Lodge Estate Conservation Area in the London Borough of Camden.

Part 1 Conservation Appraisal is an acknowledgement that the Holly Lodge Estate Conservation Area has a special character and seeks to define that character. It gives consideration to the key issues and pressures that are affecting the area.

Part 2 Management Strategy sets out positive actions for the particular care required to preserve and enhance the special character, to anticipate change, and the need for future review. This section also gives guidance for sources of further information and maps.

The purpose of the Appraisal and Management Strategy is the safeguarding of the Conservation Area, and when adopted the document will become a material consideration in planning applications and an agenda for future action and review.

It is important to note that whilst the appraisal seeks to provide a summary of the special interest and character and appearance of the conservation area, it would be impossible to identify all of the detailed characteristics and appearance of every street and area or highlight every facet that contributes to the area's special interest. Accordingly, future development proposals must be considered in the context of this character appraisal and a thorough assessment at the time of the specific character and appearance of that part of the conservation area.

The document was based on an earlier unadopted conservation area statement of 2002. A review was carried out in 2010-2011 by consultants John Thompson and Partners and a revised draft was produced. This draft was developed by Council officers with significant input by the Holly Lodge Conservation Area Advisory Committee, and the Council is very grateful for the time, effort and consideration that was provided by them.

The document follows English Heritage guidelines Understanding Place: Conservation Area Designation, Appraisal and Management July 2011.

COMPLETION AFTER ADOPTION

Consent was given for public consultation on the draft on 24 July 2012. The consultation period was held between 10 September and 21 October 2012 during which time the residents were notified and invited to a meeting held on 27 September. The document was revised to reflect the consultation responses and adopted by Cabinet Member for Regeneration and Growth on 6 December 2012.

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Part 1

Holly Lodge Estate Conservation Area Appraisal

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1 Summary of special character

The Holly Lodge Estate is a distinctive planned development in the Garden Suburb tradition, dating to the interwar period (1920's) and located on the south facing slopes below Highgate Village. The buildings are designed in an English vernacular style influenced by the Arts and Crafts tradition.

The Estate represents the end of the era of large suburban developments that transformed the area now know as the London Borough of Camden, from a rural landscape to part of the expanding metropolis; this change took place progressively from the late eighteenth century though to the early twentieth century. The landscape and layout is unique as this retains vestiges of the landscaped gardens and drive of the former Holly Lodge mansion which sat in the north west part of the estate. The history of the site and the former Holly Lodge mansion is connected to Baroness Angela Burdett-Coutts, philanthropist and extraordinary Victorian. She and her predecessor Harriot Mellon were responsible for the landscaping of the grounds. Baroness Burdett-Coutts was famous for her good works, lavish garden parties and for building the neo-gothic style Holly Village that lies just outside the conservation area.

The estate has an introverted secluded character, with the through-routes barred by gates on Highgate West Hill and Swain's Lane. There is a further dramatic contrast between the ends of the mansion blocks that abut Swain's Lane and the wooded cemetery on the other side of the Lane. The outward looking face is the shopping parade in Swain's Lane. Here the shops, cafes and life spilling onto the pavement capture a village atmosphere.

The buildings and the layout are substantially intact, and reflect a progression of style from the rendered cottage, to half-timbered semi-detached houses and then substantial detached houses at the top of Hillway all set in a mature streetscape with wide verges, footpaths and front gardens. The original builders plan indicates that only houses would be built, but this was later changed to include the flats built for working women by the Lady Workers Homes Ltd. The flats are distinctive, towering above the houses, with black and white timbered fronts and austere rear elevations. There is a homogeneity to the original design which lends a strong sense of place, within which there is a wealth and variety of details.

2 Planning policy context

National policy

Camden has a duty under *the Planning (Listed Building and Conservation Areas) Act 1990* (sections 69 and 72) to designate as conservation areas any 'areas of special architectural or historic interest, the character or historic interest of which it is desirable to preserve or enhance' and pay special attention to preserving or enhancing the character or appearance of those areas. Government policy on conservation areas is set out in *Planning Policy Statement 5* (March 2010). This superseded *Planning Policy Guidance Note 15: Planning and the Historic Environment* (1995).

Designation provides the basis for Borough policies designed to preserve or enhance the special interest of such an area. Designation also introduces greater control over the removal of trees and more stringent requirements when judging the acceptability of the demolition of unlisted buildings that contribute to the character of the area.

Local policy

The Council's policies and guidance for conservation areas are currently the Local Development Framework adopted in November 2010. This replaced the previous Unitary Development Plan (UDP).

The LDF incorporates the London Borough of Camden's Core Strategy and , Development Policies and Supplementary Planning Documents, as well as the Statement of Community Involvement. These documents are available to view on the Council's website.

Policies of particular relevance are:

CS7 Promoting Camden's centres and shops

CS14 Promoting high quality places and conserving our heritage

CS15. Protecting and improving our parks and open spaces and encouraging biodiversity

DP22 – Promoting sustainable design and construction

DP24 – Securing High Quality Design

DP25 – Conserving Camden's Heritage

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

The Conservation Area Appraisal and Management Strategy support the SPD.

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The Holly Lodge Estate Conservation Area was designated on 1 June 1992. Since designation there have been no alterations to the boundaries.

The reasons given for designation were:

'The area is the only example of garden suburb architecture in Camden, built at a period which is increasingly attracting interest. It remains very homogeneous although some unsympathetic roof extensions and alterations to the original windows have started to erode its very special character. All the properties on the estate enjoy permitted development rights as the Estate's regulations require them to remain as single dwelling houses. Conservation area designation would afford better protection.'

The proposed area meets the following criteria.

- *Positive sense of place*
- *Architectural and topographic interest*
- *Well defined boundary*
- *Large enough to withstand modifications, but very sensitive to change due to its homogeneity*
- *Long distance and local views, attractive roofscape and high quality open space, scale and detail*
- *Only example of a 'garden suburb' in Camden*
- *No comparison possible*
- *Small household alterations/extensions are damaging the character of the area, especially the roofscape'*

A draft Holly Lodge Estate Conservation Area Statement was prepared and consulted upon in 2003, but was not formerly adopted.

Local management

The Holly Lodge Estate Committee has regulated maintenance of the estate from the earliest stages. The Committee is responsible for the common parts of the estate, like the roads, paving, parking, open space and general conduct on the estate. Regulations and bye-laws underpin this work that is funded by annual charges on the plot owners.

3 Assessing special interest

Location and setting

Holly Lodge Estate Conservation Area is located in north-west London, in the northern part of the borough of Camden, on the south facing slopes below Highgate Village. It is close to Hampstead Heath to the west, and adjacent to Highgate Cemetery to the east.

It is surrounded on all sides by conservation areas: by Highgate Village Conservation Area to the north, west and east, and by Dartmouth Park Conservation Area to the south. The area in the south west around St Anne's Church on Highgate West Hill also lies within the Dartmouth Park Conservation Area.

The area is bounded in the north by Holly Terrace and beyond that lies the centre of Highgate Village. The parade of shops in Swain's Lane defines the boundary to the south, Highgate West Hill defines the boundary to the west and Swain's Lane and Highgate Cemetery to the east.

Character and plan form

The conservation area boundary contains the whole early 20th century Holly Lodge Estate development, which comprises the substantial and final part of the original Holly Lodge estate which was sold in 1923. As part of the Appraisal the boundary was reviewed and no changes were considered necessary.

The character of the conservation area is homogeneous; a housing development based on a 1923 masterplan rooted in garden suburb principles. The developer's rectilinear plan was imposed onto the mature grounds of Holly Lodge, a large mansion. The development also includes a parade of shops on the southern boundary.

Remnants of the original Holly Lodge landscaping and layout are still identifiable in the layout of the Estate. The entrance from Highgate West Hill and the carriage drive remain, the latter now called Robin Grove. Also the landscaped gardens in front of the original house remain, now called Holly Lodge Gardens. Other elements have been lost, for example the route of the old right-of-way thorough the site, formerly known as Bromwich's Walk, that ran from Church Walk on Swain's Lane up the hill to the west of what is now Hillway.

The key factors that contribute to the character are:

- The overall quality of the design of the estate, which draws benefit from the physical form of the hillside and the remnants of the garden of the original house and the setting of houses in a generous green landscape;
- the architectural approach which is low rise, predominantly two storeys in an English vernacular tradition with steep pitched roofs and gables, traditional materials,

brick tile and render, and the harmony of the overall appearance of the houses, both detached and semi-detached, on the west and central parts of the estate;

- the use of symmetrical house forms both within the streets and used to articulate the junctions between branch roads and the principal 'spine road' (the junction of Hillway with Oakeshott, Makepeace and Langbourne Avenues);
- the drama of the mansion blocks on the east side of the estate with the 'tudorbethan' fronts and plain rendered rear elevations;
- the setting of the dwellings: the houses which are set behind low walls, hedges, gates and front gardens which reinforce the idea of the cottage garden, and the clipped hedges and lawns to the front of the flats.

Landscape and topography

Holly Lodge Estate Conservation Area is on a site steeply falling away from the Highgate Ridge. The highest point is the north-east corner at 120m above sea level and falls to 55m AOD at the bottom of Swain's Lane. The slope contributes greatly to the sense of space, the expansive views to the south, and the wider landscape setting between Highgate Cemetery and Hampstead Heath.

The soft landscape of the Holly Lodge Estate –public and private – provides a major contribution to the conservation area. In tune with the garden suburb principles each of the roads has grassed and tree-lined verges that provide a transition zone between the roads and the pavement, and also accommodates changes in level, as the often-steep gradient between pavement/road/pavement is accommodated within the verges. The front gardens extend this green space between the houses and the pavement. Large rear gardens to individual private properties contribute to oblique views and glimpses of green in gaps between houses.

Holly Lodge Gardens preserves many of the original trees from the Burdett-Coutts Estate; and the private communal gardens adjoining the Mansion Blocks which were originally laid out for the benefit of the Lady Workers' Homes provide a setting for these large blocks and a continuing green amenity space.

Views

Views from within the estate across London are dramatic.

The defining view is from the top of Hillway looking south to central London, framed by the avenue of mature trees, and the houses which follow the curve of hill. The pattern of roofs and gables, and front gardens marks the changes in level.

The spire of St Anne's Church on Highgate West Hill is a local landmark viewed at many points in the Estate particularly looking along Bromwich Avenue and down Highgate West Hill.

Within the conservation area views along the avenues across the slope are framed between the houses where the wide verges and paths also accommodate the changes in level. Some paths and streets are linked with steps; less formal tree planting contrasts with the formality of the central Hillway avenue.

The views along the Tudorbethan mansion blocks towards the cemetery and uphill into the estate contrast with the views between the houses in both scale and theatrical bravado.

Views between houses to rear gardens articulate the detached and semi-detached houses. The gap reinforces the idea that the houses are set in a verdant landscape especially where mature trees are seen between the houses. Views across the rear gardens are important particularly where the gardens are stepping down hill. (Over-large rear extensions and roof extensions and terraces can mar these views.) Views across rear gardens of the corner houses also contribute to the sense of green and openness.

Longer distance views across the estate are framed by mature trees situated on Hampstead Heath to the west, in Waterlow Park and those in the Cemeteries to the east. These long, transverse views of mature vegetation are of immense importance to the character of the estate and are threatened by the construction of ill-considered high dormers or extensions.

From outside the conservation area Highgate West Hill and Swain's Lane are punctuated by views into the estate through the white estate gates. Views up Swain's Lane are punctuated by the ends of the mansion blocks. The black and white fronts contrast with plain white rear and end elevations. This contrasts abruptly with the facing densely wooded cemetery.

Architectural Quality and Built Form

The houses

The scale of the houses within the Holly Lodge Estate is a key factor in defining the character of the conservation area. Detached and semi-detached houses read as two-storey dwellings, (even if the roof space has been converted to provide a third level of accommodation). This overall scale contributes to the harmony of the houses lining the avenues.

There is a rhythm created by the spacing of the houses and the gaps between them. Many of the houses, particularly on Hillway, are linked by a single storey garage set well back from the building line. Where a second floor has been added the rhythm is harmed because the definition of the gap is reduced, the houses become fused into a terrace form, and the views through the greenery beyond is lost.

Special architectural attention has been given to the houses at the corner junctions of the avenues marked with corner porches, turrets and weather vanes.

There is a common architectural vocabulary of half-timbering, render, timber casement windows, doors and porches, and prominent clay tiled roofscapes across the estate, but this is used selectively in different streets to give a distinct and unified character to different groups of houses. This adds a richness and variety of appearance within the very successful overall homogeneity of character.

The mansion blocks

On the east side of the conservation area the scale of the mansion blocks is an exciting contrast to the houses elsewhere. The immense scale of the mansion blocks is tempered by the treatment of the principal elevations. The use of projecting bays, balconies, dormers, gables and surface timbers gives visual interest to the large residential units. This is clearly illustrated by contrasting the appearance of the front elevations with that of the rear elevations, where no attempt has been made to moderate the building mass. The rear communal gardens are important in providing separation and setting to these large blocks.

Despite the difference in scale the mansion blocks are closely tied to the character of the wider estate by use of similar materials and detailing, with high quality attention to detail shown, for example, on the mansion block name plates and flat numbers, tiled entrance paths and multi-paned casement windows, as well as making full use of the green landscaping of the estate in the setting of the blocks.

The parade of shops

The half timbered shops and cafés provide an externally facing element to the Estate, a connection with the community beyond the gated estate, and a village centre serving the surrounding area. There are several intact historic shopfronts and access doors to the flats above.

The mews/garage properties facing Swain's Lane

High View, West View and Court View relate cleverly to the layout and design of the Mansion Blocks, providing enclosure at the eastern end of the communal gardens, and providing a continuum of the architectural theme of the blocks through materials, detailing and the footprint. Their design continues the arts and crafts aesthetic with use of clay tile, render and timber joinery, and they were set behind front gardens with vehicular access ways.

The Community Centre and flats

This block, built by Camden Council in the 1970s is a pared down, municipal style with beige brick detail; it is an alien infill beside the adjoining mansion blocks. This block has

an unfortunate dominating effect on Makepeace Avenue when viewed uphill from Hillway.

The garage

This simple white rendered gabled building has a railed external space on the Hillway side and a virtually blank gable to the west.

Local details

The Arts and Crafts movement of the late 19th century and the use of the vernacular, which were particularly popular in the garden suburb movement, inspired the design in the inter-war period. To sum up very briefly, the Arts and Crafts Movement was inspired by the craftsmanship and simplicity of the medieval past, which was perceived as an ideal era prior to industrialisation. This idealism, expounded by William Morris in the nineteenth century, was mixed with practicality and the need for light and cleanliness in new homes and spacious housing layouts, devised by Ebenezer Howard in the Garden City Movement at the turn of the twentieth century.

The houses at the southern end of the Holly Lodge Estate have a cottage feel with multi-paned casement windows, cat-slide roofs, tile decoration and rendered elevations, tall chimneys and recessed arched porch details. These reflect inspiration of the Arts and Crafts and Garden City Movement.

As the development progressed the half-timbered style was adopted. This is a neo tudor style, much more showy than the Arts and Crafts style. The half-timber is applied for decorative effect and here used most flamboyantly in the principal elevations of the mansion blocks. The style was fashionable and became a familiar style for suburban development all over England.

The resulting Estate was a homogeneous overall design. The principal materials of the original house construction for both phases are brick, roughcast render, timber dressings, timber casement windows, and roof tiles. Pairs of houses had symmetrical details; porches and doors were crafted, and design patterns were limited. The erosion of details is caused by random and inappropriate replacements and alterations. The restoration of houses or mansion blocks therefore needs to follow a careful examination of the surviving and replaced features of the type of dwelling and its details by looking at a number of similar examples of details in the vicinity, considering the house in the context of its neighbours and era in the development.

The character and appearance of green spaces

The remnants of Holly Lodge Gardens and the garden suburb style of street layout are the significant elements of the green spaces.

The landscape remnants of the gardens of the former Holly Lodge house comprise

The gardens at the corner of Holly Lodge Gardens and Hillway

The parkland trees in the Dell, in particular the magnificent cedar, (another almost fell and had to be removed in 2006)

- The sunken carriageway, now Robin Grove, running through woodland, but now a gated route and with a row of garages accessed from Holly Lodge Gardens
- Traitor's Hill, the look out, now enclosed within the Makepeace and Holly Lodge Mansions shared gardens
- the wooded green edge to Highgate West Hill, especially at the north end, now reflected by a green perimeter now created by the street trees on Swain's Lane.

The layout of streets contains wide grassed verges planted with trees. The choice of species used in each street varies and this enhances the different characters of streets within the Estate. On Hillway avenues of limes border the street. The four corners at each junction between Hillway and the avenues are highlighted by horse chestnuts, mostly mature, apart from those planted at the Langbourne crossover; a rowan replaces a horse chestnut on the southwest corner of Hillway/Oakshott, which breaks the symmetry. The avenues generally have a mixture of smaller trees on the grass verges and in the front gardens, including hawthorn and silver birch.

4 Historical development

A brief summary of the history follows, which aims to pinpoint defining moments that have shaped the area. The information in the history section has largely been drawn from the books listed in the bibliography at the end of the Statement.

Time line

- 1798 Highgate Rise (later renamed Holly Lodge) and Holly Terrace built by George Smart, and the lease bought by Sir Henry Tempest.
- 1809 Harriot Mellon took a lease on Holly Lodge.
- 1815 She married banker Thomas Coutts,
- 1825 She enlarged the house and 'beautified' the grounds to designs by J.B. Papworth.
- 1837 Harriot bequeathed the house to Angela Burdett, grand-daughter of Thomas Coutts, who then took the name Burdett-Coutts.
- 1849 Angela inherited on the death of the Duke of St Albans who had a life interest in the property. Angela became a great philanthropist and reputedly the wealthiest woman in England after the Queen.
- 1865 Holly Village was built by Angela Burdett-Coutts, eight buildings around a green designed by Henry Darbishire in picturesque Gothic style as an eye catcher from Holly Lodge Estate.
- 1871 Queen Victoria bestowed honours upon her – created in her own right Baroness Burdett Coutts of Brookfield and Highgate in the County of Middlesex.
- 1898 Sir Ebenezer Howard published *To-morrow: a Peaceful Path to Real Reform*, republished in 1902 as 'Garden Cities of Tomorrow'
- 1906 Baroness Burdett-Coutts died. Hampstead Garden Suburb founded.
- 1907 Her husband tried unsuccessfully to sell the estate.
- 1911 Exhibition Estate - Romford Garden Suburb founded
- 1922 Mr Burdett-Coutts died. The estate was divided into lots and was partly sold.
- 1923 Holly Lodge was finally sold, quickly resold to London Garden Suburbs Ltd. Housing development started at Bromwich Avenue and the lower part of Hillway, and the main house was demolished.
- 1924 The Lady Workers' Homes Ltd built Langbourne Mansions, Makepeace Mansions and Holly Lodge Mansions, totalling 785 flats for working ladies. The scheme included a garage at the bottom of the hill with a service to take the ladies up the hill, a restaurant and reading rooms in Makepeace Avenue, landscaped gardens and tennis courts.
- 1964 Metropolitan Borough of St Pancras took over the flats and the disused restaurant on 150 year leases.
- 1965 London Borough of Camden (LBC) was created, and inherited the flats and restaurant site from the Metropolitan Borough of St Pancras.
- 1975-7 LBC constructed sheltered accommodation and a community centre flats on the site of the restaurant.
- 1992 Holly Lodge Estate Conservation Area was designated.

History

Holly Lodge Estate was created on land formerly part of the medieval St Paul's Canteloves Estate which covered a large area of what is now Camden from Euston to Highgate. The area now occupied by the Holly Lodge Estate was incorporated into the Ashurst Estate in 1703.

In 1798 Sir Henry Tempest built a villa on a sunny terrace east of Highgate West Hill, then known as Highgate Rise. The house, later called Holly Lodge, occupied the site just to the north of Holly Lodge Gardens.

In 1809 'an entrancing young actress', Harriot Mellon took over the lease of Holly Lodge. She married the elderly banker Thomas Coutts in 1815 (to some consternation as well as support) and subsequently 'used some of his vast wealth to enlarge the house and beautify the grounds'.to designs by John Buonarotti Papworth. When she died in 1837, Harriot left the majority of her vast fortune to Angela Burdett (1814-1906), Thomas Coutts' grand-daughter.

Angela became the wealthiest woman in England after Queen Victoria, and reputedly the Prince of Wales considered her 'after my mother the most remarkable woman in the kingdom'. From 1849 to 1906, Holly Lodge became world famous as the rural retreat of this great philanthropist. In 1871, in recognition of her great charitable works, she became the first woman to be made a Baroness in her own right and took the title of Baroness Burdett-Coutts of Brookfield and Highgate.

The Ordnance Survey Map of 1870-73 (Map 4) shows the layout of Holly Lodge, gardens and estate. The carriageway sweeps uphill from Highgate West Hill, rises through woodland, and at the top the drive turns left to the house and right to the stables. Landscaped gardens with lawns and specimen trees fall away to the south. Approximately In the centre of the estate Bromwich Walk cuts the grounds into two parts and connects Swain's Lane to Highgate Village; the house, gardens and orchard lie to the west and the kitchen gardens and outer kitchen gardens to the east. At the southwest corner of the orchard a hermitage is marked. Traitor's Hill (so named by popular myth that the supporters of Guy Fawkes in 1605 watched out from it for the explosion of the Palace of Westminster) is shown as a knoll with a tree-lined path leading to it. A service/access route leads onto Swain's Lane to the east, meadows lie across the southern part and there is a wooded margin to the perimeter of the estate.

At this time Holly Lodge was still located within a semi rural landscape, the Village to the north, cemetery to the east, Holly Village to the south-east and large houses between the Highgate West Hill and Highgate Ponds. By the time of the OS map of 1894 (Map 5) grids of terraced houses were expanding northwards and the St Pancras Infirmary was built beside the cemetery. By the time of the First World War, development of the northern parts of Dartmouth Park were underway.

After Baroness Burdett-Coutts' death her husband, who had taken her name, put the property on the market, but the sale was unsuccessful and the estate was withdrawn. It was auctioned again, and sub-divided into several lots, in 1922 after his death. South Grove House, Holly Terrace and Brookfield Stud were sold, but the estate as we know it today remained unsold. In March 1923 it was sold for £45,000 and the purchaser resold it at the same price to London Garden Suburbs Ltd. Later that year the Central London Building Co. Ltd demolished the old house and started building work.

The preceding decades had seen a revolution in town planning ideas with the emergence of the Garden City model, pioneered by Sir Ebenezer Howard in 1898, and realized at Letchworth (founded 1903) and Welwyn Garden City (founded 1919). They sought to provide self contained green cities with distinct residential, commercial and industrial zones as an alternative to overcrowded cities or rural life. They also aspired to provide accommodation and occupations for people across the social spectrum.

Smaller residential developments were inspired by this philosophy and Garden Suburbs began to be established on the outskirts of major cities in rural settings. These contained wide roads and verdant settings, and they also aspired to inclusion of all social classes. In London, Hampstead Garden Suburb (LB Barnet) was founded in 1906 by Henrietta and Samuel Burnett, founders of Whitechapel Art Gallery and Toynbee Hall – a settlement providing help, education and opportunities for the working classes in the East End. Further east the 'Exhibition Estate' or Romford Garden Suburb in LB Havering was promoted by three Liberal MPs and founded in 1911.

The Central London Building Co. Ltd of 24 Grove End Road, St John's Wood and London Garden Suburbs Ltd were both development companies owned by Alderman Abraham Davis JP of St John's Wood. Of Polish garment worker origin, the Davis brothers had assembled a substantial London property empire that began in the East End and moved progressively north and west. Abraham was the family member most attracted to novelty and innovation. He had founded London Garden Suburbs Ltd in 1910, inspired by the principles of Letchworth and garden suburb developments. The Lady Workers' Homes Company was also his brainchild, founded in 1914 which addressed the changes in women's working lives and residential needs. By 1923 his career in property was approaching its end, and the Holly Lodge Estate was his swansong as he died in January 1924, leaving the project to be completed by his son-in-law Frank Myers.

The land was the last large open space to be built on in the Borough of St Pancras. The concept behind the plan for the site was a garden suburb. The design included both detached and semi-detached houses. Work started at the southern, Swain's Lane, end of the site and Abraham Davis himself is credited with the design of the parade of shops in Swain's Lane. The lower part of Hillway (originally Main Avenue) and Bromwich Avenue were completed first. The houses were in the Arts and Craft tradition, which embodied a practical and honest simplicity which respected craftsmanship yet was tailored to modern needs.

The Arts and Crafts movement, founded by the artist and writer William Morris, flourished from the 1860s and continued its influence in architecture and design until the 1930s. It was largely based on a reaction against the impoverished state of the decorative arts and the industrial conditions by which they were produced. The philosophy advocated nurturing traditional craftsmanship using simple forms and often medieval, romantic or folk styles of decoration. It also promoted economic and social reform, and hence was an appropriate architectural expression for the aspirations of the garden city and suburb movement.

The rendered elevations and sweeping tiled roofs, stained glass windows and cottage gardens seen at Holly Lodge are expressions of the English vernacular style that the Arts and Crafts movement developed. The regularity of the grid layout here may have been in response to the views that the southern slope provided.

After the work had started on the houses Lady Workers' Homes Ltd acquired part of the Estate on which to build flats. Following the First World War there was a greater demand for housing for single women. Also rising building costs, problems with infrastructure on the steep site and underground streams led to a decision to replace around 30% of the planned houses with flats. The site was adjacent to the cemetery and on the steepest part of the site. Development began on the lower slopes. Langbourne Mansions was built first and provided 88 flats; Makepeace Mansions containing 269 flats were built next and, finally, Holly Lodge Mansions, with 408 flats. The flats were built four or five storeys high in black-and-white Tudorbethan style, with modernist austerity at the backs of the properties.

From 1925 the 'Lady Workers' were able to buy shares in the enterprise themselves. In the words of *The Times* this was 'the kind of thing the woman-worker has dreamed of, but never hoped to see at the price.' The facilities provided by the Lady Workers Homes Ltd included a range of communal spaces and opportunities: reading rooms, a theatre, a car service from the bottom of the hill, tennis courts and landscaped gardens exclusively for their use. Although most flats were single bed-sits with shared ablutions, some in the first scheme in Langbourne Avenue were two- and three-bedroom flats for female families or groups of women to share.

As the scheme progressed up Hillway, so the architectural forms shifted, away from the Arts & Crafts inspired style to so-called mock-tudor, with black and white details.

At the top of Hillway the largest houses with widest plot widths, and most elaborate 'olde English' details look out over the lawns and cedar of the former Holly Lodge landscape.

Although considerably eroded in form by the housing development, parts of the landscaped garden of Holly Lodge were retained, together with a pair of extraordinary decorative iron gates. The parkland in front of the the former Holly Lodge mansion now forms a luxuriant wooded oasis within the formality of the residential development, and pathways remain on their original routes to the south of Holly Lodge Gardens. At the

top of the hill, the junction of Hillway and Holly Lodge Gardens marks the eastern end of the original carriage drive

The Ordnance Survey map of 1935 (Map 7) shows the layout of the completed Holly Lodge Estate marked 'Holly Village'. The Estate appears self-contained, and the layout is generous with wider frontages and much larger gardens than the encroaching terraces of the expanding metropolis. This is most clearly seen on the Urban Grain Plan (Map 8) based on the current OS plan. This plan also shows the proximity to the Highgate Cemetery, Hampstead Heath, and Waterlow Park open spaces.

Originally there were no gates to the estate. These were placed at the entrances to the Estate in the 1930s, following a petition by residents to prevent people using the roads as a cut-through to Hampstead Heath. The main support posts to the gates appear to be original. The metal gates are replacements of the crossed timber pattern of the original, that had 45 degree decorative arcs rising at either end above the main frame, approximately a metre above the height of the posts. The gates still define the boundaries and create a sense of enclosure and separateness from the surrounding area.

Until the Second World War, the estate was manned by a warden, based in the small hut still in existence at the main entrance from Swain's Lane. A restaurant was also built on Makepeace Avenue and a car was provided to take the ladies up the hill to the flats. Both of these facilities were popular and well supported. However towards the late 1950s the restaurant fell into decline.

After the war, the social revolution that had prompted the initial development had worked itself through. Lady Worker's Homes Ltd was bought out by Grovewood Securities; their interest, in turn, was taken over by the Peachey Property Company Ltd who built the line of single story garages below Langbourne Avenue. In 1964 the flats together with the derelict restaurant building were taken over by the Metropolitan Borough of St. Pancras, and were subsequently inherited by the London Borough of Camden in 1965 on a 150 year lease.

When the London Borough of Camden bought the lease, the opportunity arose for the re-development of the restaurant block. It was proposed to demolish the building and construct a block of 19 flats, garages and a children's playground. However, these proposals were in breach of the covenants on the site and an application had to be submitted to the Lands Tribunal for modification of the covenant. Although there were over 90 objections from local residents the issue was resolved by agreement, primarily between the council and the most greatly affected plot holders. The covenants were duly amended, permitting Camden to erect a block of 19 flats.

In July 1972 the London Borough of Camden gained further consent for the construction of a block containing 25 one-bedroom flats for the elderly; these, together with communal facilities, form the westernmost block on the south side of Makepeace Avenue.

By the 1980s it was proving impossible, given social changes and pressing housing needs, to restrict tenancies in the Holly Lodge flats to single women, and the rationale for that development ended.

The London Borough of Camden had to undertake urgent remedial works that included the removal of many of the balconies and the repair and introduction of fire escape bridges between pairs of mansion blocks. The London Borough of Camden has since undertaken works to modernise and enlarge the flats. In 1990, for example, Camden altered 50 bed-sitting rooms in the Holly Lodge Mansions into 15 self-contained flats, accompanied by a refurbishment of common areas in buildings and of the gardens. Also from 1990 onwards, the freeholds of the mansion blocks were sold to a number of property companies by the Peachey Property Corporation, who had acquired them at the winding-up of Lady Workers' Homes Ltd in 1959. In 2011 major refurbishment works were undertaken by Camden to Makepeace Mansions.

Managing the estate

The management and maintenance of the Holly Lodge Estate are undertaken by the Holly Lodge Estate Committee. The *History of the Estate*, prepared and published by the Holly Lodge Estate Committee records the history of that body.

When the Holly Lodge Estate was founded it was laid down in the covenants that each of the 281 plot-owners should statutorily pay annually to the trustees of the estate the sum of £2.50 with which the trustees would discharge their duty of maintaining the roads, footpaths and grass verges of the Estate, together with the ornamental gardens in Holly Lodge Gardens. The flats were reckoned as 97 'plots' at £5 each and the annual income thus derived by the trustees amounted to £1,188.'

Up to the end of the Second World War this income proved adequate: the roads did not need much maintaining in those early days and all went well. Gradually, however, a situation developed in which it was clear to the trustees that the £2.50 rent charge had become quite inadequate and that repairs and renovations on a fairly large scale (for example the gates were in bad state) would be needed.

The Trustees set up two funds to address the matter: a Reinstatement Fund in January 1952 to which plot owners could contribute either a lump sum or an annual payment, and a Voluntary Maintenance Fund – both being additional to the annual rent charge.

Over time the funds have merged and all plot-owners including the London Borough of Camden contribute towards the maintenance costs. The Holly Lodge Estate Committee 'are confident that given the continuing support of plot-owners... it is possible to maintain the Estate to the high standards we have always enjoyed. Given the present age of the estate costs are likely to increase considerably. Our aim is to leave the estate, its roads, paths, grass verges and gates, in such a condition that our property will not depreciate, and to leave it in better condition than that in which they found it.'

The Holly Lodge Estate Committee meets on a regular basis and undertakes the necessary management of the estate including landscape maintenance.

5. Character areas

The character areas have been defined as sub areas within the whole planned development (see map 9):

- 1 Holly Lodge Gardens
- 2 Hillway
- 3 Mansion Blocks
- 4 Highgate West Hill
- 5 Swain's Lane – south side (Church Walk to Bromwich Avenue)
- 6 Swain's Lane – east side of Holly Lodge Estate by the cemetery

Character Area 1 Holly Lodge Gardens

North-west area: primarily detached houses

Hillway	60-96 (even), 65-99 (odd)
Holly Lodge Gardens	1-18 (consecutive)
Robin Grove	1-9 (odd), 2-8 (even)

Houses at the north of the Holly Lodge Estate enjoy the best views to the south, across the immediate streetscape and towards London. Entering the estate from the gates at Holly Lodge Gardens there is an attractive vista up the eastward slope of the road to an impressive ginkgo tree on the circular green adjoining Hillway. Houses nos. 12-18 stand above the road level of the road in a semi-circle. The houses on Holly Lodge Gardens also benefit from the outlook over the mature garden of the original Holly Lodge, situated on the south side of the road.

The main wrought iron decorative gates to the garden are original to the former Holly Lodge. They form a grand and ornamental entrance. A plaque of 1859 alongside was relocated from the north wall of the orchard of Holly Lodge and a commemorative plaque of 1925 was added.

The design of the houses here is similar to those on the Avenues: bow windows, both square and semi-circular, gables, extended pitches and tiled skirts to windows may be seen in various combinations on most of the buildings. Some properties have wooden balconies on the front elevation, under the overhanging eaves. The only exception to the mock Tudor design is at No. 12 Holly Lodge Gardens, which was rebuilt after the Second World War following bomb damage. A passage between houses Nos. 9 and 10 leads to No. 9A which was originally an outhouse to one of the properties in Holly

Terrace. Nos. 1 and 2 Holly Lodge Gardens have the original style of gates, as does No. 18 Hillway. Low walls are found on most of the houses; No. 9 has a higher wall that detracts from the overall front boundary character. Some houses have replacement windows, and dominant dormers inserted on fronts and sides have also marred their appearance. South elevations are favoured for roof extensions, having the obvious advantage of excellent views.

Alterations to the treatment of wall surfaces, entrances and extensions have introduced some disparity into this part of the Holly Lodge Estate. On Hillway some extensions over single storey garages are considered to be contemporary with the houses, and a few have been added later in the Estate's history. All of these serve to weaken the regular rhythm and impression of free standing houses.

The dell and former carriageway are remnants and reminders of the landscaped gardens of Holly Lodge. The dell has the character of parkland and the carriageway is now somewhat overgrown and gated route. The seclusion and nostalgia of this former drive is contrasted with the intrusion of the garages.

Character Area 2 Hillway

Central and west area: avenues of semi-detached and detached houses.

Bromwich Avenue	1-23 (odd), 2-10 (even)
Hillway	1-63 (odd), 2-58 (even)
Langbourne Avenue	1-39 (odd), 2-32 (even)
Makepeace Avenue	3-33 (odd), 2-28 (even)
Oakeshott Avenue	1-27 (odd), 4-32 (even)

This sub-area consists of part of Hillway and the western avenues off it. Detached houses predominate, with those on Hillway stepping down the hillside in a series of small platforms. The detached houses are sometimes linked to their neighbours by single storey garages or extensions. All have large front and rear gardens.

The Avenues to the west of Hillway form a distinct group primarily because of their scale, with two storey houses, detached and semi-detached, all with neat boundaries to their front gardens. The original designs include a number of variations upon a theme, often with a regular rhythm. The semi-detached properties, for example, run A-B-B-A.

The Avenues rise from Hillway and then drop down towards Highgate West Hill. The buildings on the north sides stand above road level, those to the south below it. These roads are narrower than Hillway and this adds to the impact of the buildings, giving particular prominence to the roofscape. The houses are closely spaced, and the relationship between them gives harmony to these streets. Where there has been loss of detail its impact is marked, as is also the case for alterations to windows, porches and roofs.

Hillway is wider and has a continuous rhythm, with the houses linked originally by single storey garages set back from the frontage. The views across these single storey structures give a connection to the gardens at the rear; there is a significantly detrimental effect when this view is reduced.

At the junctions with the Avenues the houses are of a careful and distinctive design in order to turn the corners, with elevations that address both the main and side road, tile-hung pepperpot turrets, weathervanes, and charming porches set at 45 degrees.

Langbourne Avenue has houses at each corner with prominent turrets to the double height bay. Two of these retain their weathervanes, and one has a replacement. Alterations such as replacement of windows and doors have reduced the symmetry of the group.

At the southern end of Hillway is the former garage with a rendered gable, for the cars that took the Working Ladies up the hill. It and the wooden Warden's Hut at the foot of Hillway remain as reminders of the Estate's inter-war character.

Bromwich Avenue sits on the level at the bottom of the hill. It has stuccoed semi-detached houses with prominent gables that sweep down to the ground floor level. The front boundaries are mostly defined by hedges. A couple of original gates remain. Window replacements have resulted in loss of original detailing on some of the houses.

Large gardens, front and rear, are typical of properties within the Holly Lodge Estate, particularly with these houses in Sub-Areas 2 and 3. The front gardens help to separate individual properties from the road; they are often screened with mature shrubs or planted formally. This both underscores the garden suburb character and contributes to individual privacy. No complete examples of the post and chain front garden boundaries of the 1920s survive, but the original oak posts have been integrated into newer boundary walls in a number of gardens and others have been retained as gateposts.

There has been a significant loss of greenery owing to an increasing number of adaptations of front gardens into hard-standing areas for car parking.

Character Area 3 Mansion Blocks

East side: Mansion blocks

Holly Lodge Mansions
Makepeace Mansions
Langbourne Mansions

The mansion blocks, set along Langbourne, Makepeace and Oakeshott Avenues, are all part of the same design idiom, with variations of detail from group to group. The Avenues run to the east of Hillway and step down towards Swain's Lane to the south.

The dramatic mansion blocks rise as both private and intense ‘Tudor cliffs’ towering above the adjoining houses. The topography intensifies the drama, with fall towards both the east and south. The scale of the mansion blocks and their over-emphatic Tudor detailing are striking. The principal elevations provide a quirky and powerful visual contribution to the Estate. Hedges are used as the front boundaries to the blocks, with red tiled paths leading to common entrances.

The height of the blocks varies from four to five storeys, but they are united by the timber details, gable roofs with finials, red tiles and casement windows. The rear and side elevations are in a very different style, plain and minimal, reflecting modernism of the 1920s rather than the use of the vernacular. The blocks are remarkably unaltered, and are undergoing major refurbishment

A five-storey block of flats for the elderly was built in the 1970s by Camden after the demolition of the former restaurant block (see History Section) on Makepeace Avenue. These are in a fawn brick with red roofs that are a clear contrast to the adjacent mansion blocks. The design and materials do not relate well to the surrounding character of the Estate.

Below Langbourne Avenue stands a row of garages, built after the Council acquired the lease for the flats in 1964. These have recently been refurbished.

The mansion blocks have distinct landscaping features. The front garden boundaries are lined with well tended hedges of no more than 1.5m. Large conifers in some of the front gardens reduce the level of openness. The east side of Oakshott Avenue (Holly Lodge Mansions) is the only section of the estate where there are no trees on the grass verges between the pavement and the road; there are however, trees in the front gardens. The garden between Makepeace and Oakshott Mansions incorporates a knoll known as Traitor’s Hill that had been a landscaped viewpoint incorporated into the estate landscape. This garden and its ornamental pond currently have a rather neglected look.

Character Area 4 Highgate West Hill

Western ‘boundary’ houses.

Highgate West Hill	91-105 (consecutive)
Makepeace Avenue	1
Oakeshott Avenue	2

On Highgate West Hill the boundary houses are set back from the road with generous front gardens. Mature vegetation along the boundary line contributes to the visual barrier, while vehicular traffic along Highgate West Hill provides an edge to the Conservation Area.

The houses along the west side of the Holly Lodge Estate are detached villas, each displaying, with slight variation, the design principles characteristic of the Estate as a whole. Accentuated gables to the projecting bays are finished with timber members, usually painted black against white-painted render. The roof slopes often extend down to ground floor level. Bay windows, often canted, are popular here as throughout the Estate.

Character Area 5 Swain's Lane (nos 13 (the former garage), 15 to 63)– south side of Holly Lodge Estate

The shops on Swain's Lane lie within the designated Neighbourhood Centre (LDF). They were designed in sympathy with the remainder of the Estate, and are credited to the developer Alderman Abraham Davis himself. These shop and maisonette units display mock tudor applied timber on the upper levels. They are distinct as a result of their scale (three storeys with high pitched roofs), and their outward-looking shops located on the Estate boundary.

Along Swain's Lane, the houses are similar to those on the southern avenues. Many have white-rendered elevations and are in the Arts and Crafts style typical of the first stage of the development. There is a predominance of semi-detached houses set back behind front gardens and large street trees. The houses are two storeys in height, although many have extended their habitable space into the roof voids by adaptation and construction of dormer windows.

Detached houses on the curve of the road (south east) have been able to extend laterally. The considered form of these extensions has for the most part mitigated the effect of their large scale in relation to their neighbours.

Character Area 6 Swain's Lane – east side of Holly Lodge Estate, facing Highgate Cemetery

The small groups of flats and maisonettes in Court View, Hill View and West View, form their own sub-area looking outwards on Swain's Lane on the eastern edge of the Holly Lodge Estate. They are considerably lower than the adjoining mansion blocks but the design reflects, in general terms, the module, form, materials and layout of the mansion blocks. Their architectural function is to provide enclosure to the gardens between the mansion blocks, as well as garaging, with two residential units per block. They manage the change in level between garden and street by presenting a single storey onto the gardens and two storeys onto Swain's Lane where they have a typical mews form of a flat over a garage. Residents have adapted this over time, and the additions and alterations to the buildings and their boundary treatments have eroded their original unity of appearance.

6. Audit of heritage assets

The accompanying map shows the significant buildings and spaces. There are no buildings currently on the Statutory List of Buildings of Architectural or Historic Interest within the Holly Lodge Estate Conservation Area.

Buildings and spaces that make a positive contribution

These buildings relate to the core reason for the conservation area designation and significance. They have a positive effect on the environment and could be a single building, group or landmark. The Council will resist demolition.

It is considered that all the buildings in the conservation area (except those identified below as neutral or negative) contribute to its character; however the erosion of detail is a risk to the quality of the area..

Buildings and spaces that make a neutral contribution

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

Unsympathetic extensions to private houses – in terms of materials, form and scale – detract from the harmony of the whole, and in many instances close off glimpsed views between houses to the mature vegetation of the trees in rear gardens or longer views of Hampstead Heath or Highgate Cemetery.

Buildings and spaces that make a negative contribution

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

- The Community Centre is alien in style, detail and massing. This building interrupts views up Hillway and along Makepeace Avenue.
- Garages below Langbourne Avenue their forecourt and southern boundary which are detrimental to views up Swain's Lane
- Garages in Robin Grove

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- The areas of land at the eastern end of Oakeshott, Makepeace and Langbourne Avenue between the flats and Swain's Lane due to their unkempt appearance.
- Refuse and recycling stores on Swains Lane

Streetscape audit

Holly Lodge Estate public realm is high quality and the responsibility for its maintenance lies with the Estate Committee.

The following is not a definitive list but provides an indication of the many valuable streetscape elements that still survive and contribute to the character of the Conservation Area. It has been reproduced from the Conservation Area Statement and added to.

Bromwich Avenue:

No. 6 has original oak gateposts.

A rainwater drainage channel runs along the edge of the grass verge where it meets the pavement on the south side of the road.

Wooden street sign, in keeping with the style of the estate.

Entry posts where Bromwich Avenue meets Swain's Lane.

Highgate West Hill (South East Section):

The original front garden boundary wall runs along the majority of the hill.

Hillway:

Original entry columns at the entrance to the estate.

At the entrance - attractive flowerbed island in the road bordered with original 1920s style wood post and chain.

Tall wooden street signpost.

Warden's hut at the foot of Hill by the main entrance to the estate.

Nos. 24 and 52 retain one of their original front garden oak posts as gateposts.

Dome design on corner houses 26, 28, 31 and 33.

Weathervanes on corner houses 28, 31 and 35 at the junction with Langbourne Avenue, and at Nos 44, 47 and 49 at the Makepeace Avenue junction.

Trees on the grass verges.

Holly Lodge Gardens:

Original gate posts at the entrance to the estate from Highgate West Hill.

Island in the middle of the road has attractive flowerbed and an original style post and chain border.

Houses nos 1 and 2 have their original front garden gates.

No. 8 has the original front boundary oak posts, although these are now set in the wall.

The entry columns and gates to the private garden, with plaques from the original Holly Lodge.

The private gardens.

The Ginkgo tree at the top of the slope where the road meets Hillway.

Well-kept front gardens add to the appeal of the street.

Langbourne Avenue:

Nos 20 and 24 possess the original front garden boundary oak posts.

No. 4 retains a completely original oak post and chain front garden boundary, apart from replacement gateposts and a missing first chain.

Entry gates at each end of the avenue where it meets Highgate West Hill and Swain's Lane.

Wooden street signs.

Grass banks with steps make a feature of the steep gradient between the pavement and the road.

Makepeace Avenue:

Entry gates at each end of the avenue where it meets Highgate West Hill and Swain's Lane.

Wooden street signs.

A large proportion of the houses have retained their original porchways.

Red cast iron letter box on the south east corner, where Makepeace meets Hillway.

Smaller trees on the grass verge between the pavement and the road, fitting with the street setting.

Grass banks with steps make a feature of the steep gradient between the pavement and the road.

Original signs on the Mansions showing the walkway through to Court View from Makepeace.

Oakeshott Avenue:

No. 26 retains its original gateposts.

Pleasant front gardens.

Hedges lining the pavement outside the Mansion Blocks.

Smaller trees on the grass verge between the pavement and the road, fitting with the street setting.

Grass banks with steps make a feature of the steep gradient between the pavement and the road.

Robin Grove:

Trees add to the level of seclusion.

Large frontages particularly at Nos 4-8 (even).

Swain's Lane (south- section):

Majority of homes retain front gardens and original porch ways.

Trees lining the street.

Shop fronts are generally discreet and do not detract from the character of the estate,

7. Problems and pressures, and capacity for change

There is significant amount of pressure for change; however, the capacity for change is low.

There has been a significant programme of refurbishment and upgrade to the mansion blocks which are in Camden Council management. This has largely retained the external original features which contribute to the character and appearance of the area, but care will be needed as this programme continues to ensure that replacement of historic elements (for instance doors and windows) replicates the detail of the originals, and that new elements (for instance lighting) is designed to be sympathetic to the period character of the estate. A consistent approach will be essential to preserving the character of this sub-area.

A review of applications for planning permission has shown that householders are seeking to maximise the accommodation provided within each house: thus applications for permission to create dormer extensions to make habitable space within existing lofts and roof spaces have become more numerous.

There have been many extensions to the properties in the conservation area, some of which detract from both the appearance of the building as well as the wider area. There is concern about front and side dormers and side extensions and extensions that have an overbearing effect on rear gardens, particularly when the sloping site exaggerates the effect.

Alterations to the roofs need to take into consideration the slope, view from front, side and rear elevations. Materials are required to replace or repair the original surface like for like in terms of colour, shape and material.

Extensions have included building over garages and incrementally these result in the detached and semi-detached houses losing their distinctness and amalgamating into a terrace form which is particularly harmful to the historic character of the estate.

The buildings and boundary treatment of Hill View, West View and Court View have particularly suffered from incremental alteration and change to the extent that they have largely lost their group identity. Steps to secure a greater level of consistency in their boundary treatments, and reduce the impact of services on their street elevation would benefit the group.

Loss of detail of windows and doors is eroding the arts and crafts quality of the Estate. Doors which do not accurately replicate the detail of the original have been inserted to houses and blocks and timber casements have been replaced in several houses with uPVC windows. The loss of traditional fenestration pattern detracts from the overall harmony of the architecture, particularly when it occurs on one half of a semi detached pair.

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The installation of satellite dishes, antennae and solar collectors, all of which can be unsightly, particularly when seen from the street. Careful planning is needed to locate these at the rear of roofs or where minimally visible.

8. Community involvement

The Holly Lodge Estate Conservation Area Advisory Committee was formed in 1992 to review all applications for planning permission within the Holly Lodge Estate together with other relevant matters of a general nature within the Estate. The Conservation Area Advisory Committee prepared in conjunction with Camden a set of Guidelines in February 2000. These have been incorporated into the Guidelines in this Appraisal wherever possible.

Prior to the preparation of this Appraisal and Management Strategy the Holly Lodge Estate Conservation Area Advisory Committee, Council conservation officers and staff of John Thompson and Partners, the consultants employed by the Council to draft the appraisal and management strategy, walked around the area and the members of the CAAC pointed out key issues that have been included in the draft. The CAAC has continued to be involved in the development of the appraisal and management strategy.

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

9. Conclusion

The Holly Lodge Estate has many significant attributes:

- The Holly Lodge Estate is Camden's only residential development in the garden suburb tradition of early 20th century. It has a virtually intact layout, and a distinct arts and crafts design tradition which pervades the area.
- The mansion blocks and their communal gardens are a unique development, originally for working ladies and they retain their original form and appearance.
- Breath-taking views exist from the top of Hillside, and views across London abound throughout the estate
- The trees in very wide verges provide a green setting to the development in the Garden Suburb style – these need a long-term strategy as the trees come to maturity
- Holly Lodge Gardens is of additional historic significance as it contains the remnant of the original gardens to the mansion and the route of the original slightly sunken carriageway

Issues that are eroding the unique character and recommendations for rectifying this are contained in the Management Strategy.

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Part 2

Holly Lodge Management Strategy

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1 Introduction

English Heritage's Understanding Place: Conservation Area Designation, Appraisal and Management advises that a Management Strategy should be produced to sit alongside an area's conservation area appraisal to set out the way in which development pressure and neglect will be managed to ensure conservation areas retain the qualities which led to their designation.

The aims of the Management Strategy are to:

- identify specific local policy and guidance that is relevant to the Conservation Area to support the development control function and those preparing applications for planning permission, listed building consent and conservation area consent;
- inform interested parties of how the Council intends to secure the preservation and/or enhancement of the Conservation Area;
- set out an approach to consultation on the management of the Conservation Area;
- set out how issues identified through the character appraisal will be tackled;
- identify areas/issues that may benefit from specific enhancement proposals should funding become available; and
- identify the management tools available to the Council through legislation.

The management of planning permission in the conservation area falls to Camden Council. The Holly Lodge Estate Committee are empowered to look after the common parts of the estate. English Heritage is involved in the development of policy and monitoring the condition of conservation areas.

London Borough of Camden has conservation officers and landscape officers who support the aims of the designation of the area and give advice and assistance to the public. Camden also has a Heritage Champion to promote heritage issues.

Holly Lodge Estate has a Conservation Area Advisory Committee made up of residents with interest and experience of historic environment and planning matters, who advise the Council on policy and planning applications as they relate to the conservation area and its setting. This is run on a voluntary basis and receives no funding from the Council. Any Holly Lodge Estate resident who wishes to become involved or find out more should please contact the CAAC Secretary or Camden Council's Regeneration and Planning service.

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

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

2. Key Issues

The Council is resolved to halt the erosion of the special character of the Conservation Area, and to promote policies and working practices that work to maintain and enhance that character. The key issues which are considered in greater detail below, are:

- Loss of architectural detail and inappropriate replacements
- Overlarge or inappropriately detailed dormers and roof extensions
- Side extensions that fill the gap between separate houses
- Loss of soft landscaping to front gardens and loss of traditional boundary treatments
- Impact of large rear extensions

The **loss of detail** to the houses is incrementally eroding the special character. This is due to insensitive renewal of doors, windows, infilling and altering porches, painting over details e.g. the timber cladding.

Dormers and roof extensions that distort the shape and articulation of the arts and crafts design of gables are eroding the roofscape. Insensitive designs or overscaled extensions are not appropriate. Dormers and roofs are in groups or families of designs. The particular shape (e.g. splayed at the base, round headed and so on) of the group should be repaired or where appropriate replicated to maintain the harmony of the property or group of properties. Roof materials and features should be maintained to avoid renewal, but where replacement is unavoidable, matching clay tiles are to be used.

Side extensions, resulting in coalescence whereby separate houses start to be read as a linked terrace. This also results in a loss of views between buildings to the gardens beyond.

Loss of soft landscaping to front gardens occurs where gardens are substantially paved and turned into parking courts. The removal of traditional garden boundaries such as post and chain, low walls or hedges and replacement with alternatives that do not relate to the prevailing form.

Large, and insensitively sited rear extensions which result in loss of amenity and sometimes privacy, exacerbated by the topography of the estate. These are often visible from the public realm in views across gardens.

3. Local Plan policies

The Council's policies and guidance for conservation areas are currently the Local Development Framework adopted in November 2010. This replaced the previous Unitary Development Plan (UDP). The full policies and supporting information can be found on the Council's website. The following are extracts which are of particular relevance to Holly Lodge Estate conservation area:

CORE STRATEGY

CS7 Promoting Camden's centres and shops . (Swain's Lane is defined in the LDF as a neighbourhood centre).

- The distribution of retail across Camden This describes the sequential approach to retail and other town centre uses that will be used to consider retail development in town centres, Central London Frontages and Neighbourhood centres.
- Protecting and enhancing Camden's centres
The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents , workers and visitors by:
 - e) seeking to promote and enhance the role and unique character o each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located;
 - f) providing for, and maintaining a range of shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
 - g) protecting and promoting small and independent shops, and resisting the loss of shops where this would cause harm to the character and function of a centre;
 - h) making sure that food, drink and entertainment uses do not have a harmful impact on residents and the local area, and focussing on such uses in Camden Central London Frontages, Town Cetnres and the King's Cross Opportunity Area;
 - i) supporting and protecting Camden's local shops, markets and areas of specialist shopping; and

- j) pursuing the individual planning objectives for each centre, as set out below, including through the delivery of environmental, design, transport and public safety measures.

CS14 Promoting high quality places and conserving our heritage

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by:

- a) *requiring development of the highest standard of design that respects local context and character;*
- b) *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;*
- c) *promoting high quality landscaping and works to streets and public spaces;*
- d) *seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;*
- e) *protecting important views of St Paul's Cathedral and the Palace of Westminster from sites inside and outside the borough and protecting important local views.*

CS15. Protecting and improving our parks and open spaces and encouraging biodiversity:

Holly Lodge Gardens is identified in the LDF as a partially wooded Private Open Space as well as being designated as a local Site of Nature Conservation Importance by English Nature.

The Council will protect and improve Camden's parks and open spaces we will:

- a) *protect open spaces designated in the open space schedule as shown on the proposals map*

The Council will protect and improve sites of nature conservation and biodiversity, in particular habitats and biodiversity identified in the Camden and London Biodiversity Plans in the borough by:

- b) *designating existing nature conservation sites;*
- c) *protecting other green areas with nature conservation value, including gardens where possible;*
- d) *expanding the provision of new or enhanced habitat, where possible, through biodiverse green or brown roofs and green walls;*
- e) *protecting trees and promoting the provision of new trees and vegetation, including additional street trees.*

DEVELOPMENT POLICIES

DP22 – Promoting sustainable design and construction

The Council will require development to incorporate sustainable design and construction measures. Schemes must:

- a) *demonstrate how sustainable development principles, including the relevant measures set out in paragraph 22.5 below, have been incorporated into the design and proposed implementation; and*
- b) *incorporate green or brown roofs and green walls wherever suitable.*

DP24 – Securing High Quality Design

The Council will require all development, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) *character, setting, context and the form and scale of neighbouring buildings;*
- b) *the character and proportions of the existing building, where alterations and extensions are proposed;*
- c) *c) the quality of materials to be used;*
- d) *the provision of visually interesting frontages at street level*
- e) *the appropriate location for building services equipment;*
- f) *existing natural features, such as topography and trees;*
- g) *the provision of appropriate hard and soft landscaping including boundary treatments;*
- h) *the provision of appropriate amenity space; and*
- i) *accessibility.*

DP25 – Conserving Camden’s Heritage

In order to maintain the character of Camden’s conservation areas, the Council will:

- a) *take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
- b) *only permit development within conservation areas that preserves or enhances the character and appearance of the area;*
- c) *prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character and appearance of a conservation area where this harms the character and appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;*
- d) *not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden’s architectural heritage.*

Supplementary Planning Documents ‘Camden Planning Guidance’ has been prepared on a range of topics which provide further detail and guidance on how we will apply the policies and proposals included in the DPD.

Camden Planning Guidance 1: Design contains guidance that is particularly relevant to development within a conservation area.

Procedures to ensure consistent decision-making

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

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

The Council has strict procedures to ensure that applications will only be validated where there is sufficient information to assess the proposals.

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

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

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

Quality of applications

All applications for planning permission and Conservation Area Consent must contain sufficient information to describe the effect on the character and appearance of the conservation area.

Design and Access Statements accompanying applications will be expected to address specifically the particular characteristics identified in the appraisal, including the scale and character of the repeated terraced forms and the prevailing scale, mass, roof line and rhythm created by the historic pattern of development.

The level of required information may be ascertained by contacting the Council or referring to Development Management Policy Annex on Information Requirements (2010) and associated Guidance on Information Requirements and Validation (2010). Both of these documents are available on the Communities and Local Government website.

4. Guidance

General Approach

The following approach to maintaining the special interest of the Holly Lodge Estate Conservation Area is proposed as part of the strategy for its effective management.

- The Holly Lodge Estate Conservation Area Appraisal and Management Strategy will be the subject of public consultation and will be periodically reviewed to ensure that these documents remain sufficiently current to enable effective management and decision-making on new development within the area.
- The list of buildings and other features that, in addition to those already included on the statutory list, positively contribute to the character or appearance of the Conservation Area, will be kept under review to aid decision-making and the preparation of proposals.
- Applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of conservation officers.
- In accordance with the relevant legislation, most applications for development within the Conservation Area are required to include a Design and Access Statement. This will be required to explain adequately the design approach and context of the proposals, and to be accompanied by sufficient accurate drawings of the existing site, its context as well as the proposed development;
Where relevant and necessary, further supplementary planning documents including design guidance will be produced.

In undertaking its development management function, the Council will ensure that the historic details that are an essential part of the special architectural character of Holly Lodge Estate Conservation Area are preserved. We would also encourage applicants to reinstate missing features where appropriate and possible.

The Council will seek to ensure that the departments responsible for the environment (covering highways, landscape, planning, conservation and urban design) work in an effective, co-ordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate.

- The Council will continue to consult the Conservation Area Advisory Committees on applications that may impact on the special interest of the Holly Lodge Estate Conservation Area and seek their input in relation to ongoing management issues.

Control over new development

The Council's Local Development Framework contains adopted policies that seek to secure appropriate new development.

Development proposals should preserve or enhance the character or appearance of the Holly Lodge Estate Conservation Area. This requirement applies equally to developments that are outside the Conservation Area but would affect its setting or views into or out of the area. High quality design and high quality execution will be required of all new development at all scales.

The simple harmony of the house designs is most often compromised by works to one half of a semi detached pair that do not match the adjoining half. Where one owner makes changes to their semi-detached building regardless of the neighbouring half, or adjacent houses, the unity of appearance of the whole is diluted. Where this disregard continues along the length of an avenue, the result can become a miscellany of random components.

The appearance of any building of architectural or historic interest within the Conservation Area is harmed by the removal or loss of original architectural features and the use of inappropriate materials. For example, the loss of original joinery, windows, porches and front doors can have considerable negative impact on the appearance of a historic building and the wider area. Insensitive re-pointing and inappropriate painting or render will harm the appearance and the long-term durability of historic brickwork. Groups of houses in different streets and the mansions blocks have a distinct character given by their particular details, features and use of materials, and care should be given to ensuring that this distinctiveness is retained and enhanced by use of appropriate detailing in new work, and by reinstatement of missing features where possible.

Basements

Holly Lodge Estate Conservation Area contains residential properties set in large gardens with an abundance of trees. In recent years, conservation areas in Camden have seen a proliferation of basement developments and extensions to existing basement accommodation, together with excavation of associated lightwells. The Council will resist this type of development where it is considered to harm the character or appearance of the conservation area.

The creation of new lightwells can harm the relationship between the building and the wider streetscape, as well as resulting in the loss of garden space. Railings around lightwells can cause a cluttered appearance to the front of a property. The inclusion of

rooftlights designed within the landscaping of a front garden can result in light spill from these subterranean rooms and harm the character of a building's garden setting.

Where there are trees on or adjacent to the site, including any street trees, an arboricultural report will be required with the submission of a planning application.

When considering applications for basement extensions within the Conservation Area, the Council will need to be satisfied that effective measures will be taken during demolition and construction works to ensure the stability of the building and neighbouring properties.

To check whether planning permission is required for basement works, and the supporting information required with it please visit the Council's website at www.camden.gov.uk/planning and refer to the Camden Planning Guidance 4 – Basements and Lightwells.

Car parking and vehicular cross-overs

Planning permission is required for the creation of more than 5 square meters of impermeable surfaces at the front of dwelling houses that would allow uncontrolled runoff of rainwater from front gardens onto roads without first obtaining planning permission.

Planning Permission will not be granted for hard standings greater than five square metres that do not incorporate sustainable urban drainage systems (SUDS) into the design. SUDS incorporate permeable surfaces to allow water to soak into the subsoil, rather than being diverted into the stormwater system.

Where parking areas form part of the front garden enough of the front boundary enclosure should be retained to retain the definition of the garden area and provide screening.

Reinstatement of front gardens and typical local boundaries (for example hedges or low walls) is encouraged where this has been lost in the past. This is an effective way of enhancing the streetscape and incrementally improving the quality of the area.

The trustees of the Holly Lodge Estate own the grass verges and do not willingly grant permission for new crossovers.

Sub division of houses

Subdivision of houses can have related external impacts such as the requirement for additional parking space, additional refuse storage, as well as extensions to the building.

The property covenants for houses on Holly Lodge Estate state that houses cannot be sub divided or used for business purposes.

Doors and Windows

Holly Lodge has seen a high degree of loss of original timber door and window joinery and this erodes the intactness of appearance of the Estate. Where originals survive these should be retained and upgraded to improve efficiency and air tightness. If they are to be replaced they should match the original appearance as appropriate for that particular group of houses or mansions blocks. Where original joinery has been removed in the past, the reinstatement of joinery with historically appropriate examples is a good way of reinforcing the historic and architectural character of the Estate. Planning permission is required for the replacement of windows if the material is of a different appearance to the existing. uPVC or aluminium windows are not considered to be of the same appearance. Timber double glazed casement windows have been approved and added to Makepeace Mansions as part of the recent refurbishment, and this is likely to also be considered acceptable in the houses if designed in a similar manner.

Demolition

The total or substantial demolition of an unlisted building within a conservation area requires consent. New development involving the demolition of buildings that make a positive contribution to the character or appearance of the Conservation Area will be resisted by the Council.

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

Conservation Area consent is also required for the demolition of any free standing building over 115 cubic meters in size.

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

The Council will seek the retention of buildings that are considered to make a positive contribution to the character or appearance of the Conservation Area. Where buildings are not identified as making a positive contribution, consent for demolition will not be granted unless a scheme for redevelopment is submitted which preserves or enhances the Conservation Area.

The removal of streetscape features that make a positive contribution to the character and appearance of the Conservation Area will be resisted by the Council where it has control over this.

Energy Efficiency Measures and renewable energy installations

Please see the detailed guidance in the accompanying **Energy Efficiency Planning Guidance for Holly Lodge Estate**.

Estate agents' boards

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 consented under the appropriate Regulations. Applications for consent to exceed the deemed consent level will usually be refused. The Council will, where appropriate, use its powers to prosecute agents who display boards illegally.

Front garden spaces

Front gardens are of great importance to the appearance of the conservation area. Garden boundaries in the conservation area are predominantly formed by low walls, many with hedges and with a variety of original features. Proposals for alterations to existing boundaries, or for new boundaries, should respect the original style of boundary.

Particular care should be taken to preserve the green character of the conservation area by keeping hedges where they currently exist. The loss of front boundary planting where it has occurred detracts from the appearance of the front garden by reducing the amount of soft landscape. Furthermore, the loss of front boundary treatments to facilitate the parking of vehicles in part of the garden adversely affects the setting of the building and the general street scene (*see also Car parking and vehicular cross overs*)

Where refuse bin stores, or shelters for motorbikes or bicycles are considered necessary, these should be located within side or rear garden spaces if at all possible. If a site within the front garden area is the only possible solution great care should be taken to ensure that the store is located sensitively. This would include concealment by existing boundary walls and planting, the use of sensitive materials and set away from the main frontage of the building.

Rear garden spaces

The rear garden spaces of houses and mansion blocks in Holly Lodge Estate contain a very mature vegetation, including many tall trees. The relationship of this high quality green space to the buildings is an essential part of the 'garden' character of the Estate. Development that results in the loss of private open spaces and causes harm to the garden character or the ratio of built to unbuilt space is unlikely to be acceptable due to the harmful impact this would have on the character and appearance of the conservation area.

The use of gardens for the erection of separate buildings for use as additional habitable space, (as opposed to garden sheds and playhouses), will be resisted.

Where garden structures can be erected under permitted development rights, particular care should be taken where these are in prominent positions, for example those on corner sites, where the visual impact of a proposal may be greater.

The incorporation of green roofs on garden structures can minimise the visual impact of structures and help them to blend into its garden setting more effectively.

Consideration should also be given to the effect of any proposed garden structures on downslope neighbours, as the topography exacerbates the likelihood of overlooking or overshadowing.

Roof Alterations

Planning permission is required for extension and alterations at roof level. Roof extensions and alterations which change the shape and form of the roof can have a harmful impact on the Conservation Area and are unlikely to be acceptable where

- Roof slopes are highly visible from the public realm
- Roof slopes are prominent in long views.
- Alterations would harm the symmetry of a pair or the integrity of a group

There are limited opportunities for roof extensions as many alterations to the roofscape could adversely affect the character of the Conservation Area. The following principles will apply:

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

(b) Roof extensions should be drained to the rear of the building; no new rainwater down pipes will normally be allowed on the street facing parts of the extension.

(c) External works should be carried out in materials that match as closely as possible in colour, texture and type those of the original building.

(d) There should be no significant adverse effects on views and privacy.

(e) Extensions should respect the rhythm and scale of the street and surrounding buildings and open spaces.

(f) Dormers should be sited below the roof line and be subordinate in scale to the main roof.

(g) The sides of dormers should usually be tiled with clay tiles.

Dormer windows will normally be allowed at the rear and side if sensitively designed in relation to the building and other adjacent roofs. The particular character of the roofscape of that group of houses should be adhered to, and details such as the profile or splay of the roof slope, ridge tiles, and colour of clay tile must be matched.

Raising the roof ridge and the steepening of the roof pitch to the front, side or rear slopes is unlikely to be acceptable.

Recessed roof terraces may be allowed on the rear roofslope so long as they do not detrimentally affect the quality of the building or views of the roofscape from the public realm, or result in unacceptable overlooking.

Roof materials and features should be retained and reused where possible, but where replacement is unavoidable, matching clay tiles are to be used.

Particular care is required given the effect of the topography and the potential for overlooking or overbearing, and loss of privacy.

Rooflights may be considered acceptable on roof slopes that are not highly visible from the public realm, if fitted flush with the roof surface (conservation style rooflights) and of a size and location that is appropriately subordinate to the roof itself. Rooflights in highly visible or dominant positions such as turrets and the roofs of window bays are unlikely to be acceptable.

A recent Inspector's report has emphasised that rear elevations are as important as front elevations in the conservation area.

Additional Storeys

Developments proposing the vertical extension of external walls to add an additional storey are unlikely to be acceptable.

Materials and maintenance

The choice of materials for new work will be considered as part of a planning application for development, and conditions may be attached to require approval of materials by the Council.

Original brickwork should not be painted, rendered or clad unless this was the original treatment. Such new work, whilst seldom necessary, can have an unfortunate and undesirable effect on the appearance of the building and Conservation Area, 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.

Generally routine and regular maintenance such as un-blocking of gutters and rainwater pipes, the repair of damaged pointing, and the painting and repair of wood and metalwork will prolong the life of a building and prevent unnecessary decay and damage.

Where replacement materials are to be used it is advisable to consult with the Planning department, to ensure appropriate choice and use.

Maintenance of open spaces is equally important to the character of the garden estate, and backlands, service areas, garage courts and communal gardens should be kept tidy and maintained free of unintentional plant growth.

Porches

There are a variety of porch designs in the Conservation Area that make a valuable contribution to the rich and characterful appearance of the buildings and the area. Planning Permission is not required for single family dwellings for their construction or extension (subject to size restrictions), but if you are considering work of this kind you are strongly encouraged to have consideration for the symmetry of pairs of houses, the retention of original porch structures that contribute to the historic and architectural significance of the building, and that your new work does not hide or destroy important and attractive detailing. Planning permission is required for the construction or extension of porches on flats, and they are important elements which require careful attention to detail in the case of the mansion blocks.

New development

Opportunities for new development (i.e. new buildings) within the conservation area are severely limited.

The Core Strategy provides the context and guidance for proposals for new development with regard to appropriate land uses. Any 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, elevation design, and where appropriate, architectural characteristics, detailing, profile, and materials of adjoining buildings.

Rear extensions

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. 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 the general effect on neighbouring properties, views from the public realm, and relationship with the historic pattern of development will be the key factors in the consideration of their acceptability. 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.

Extensions should be in harmony with the original form and character of the building and the historic pattern of extensions within the group of buildings. The acceptability of larger extensions depends on the particular site and circumstances.

The topography increases the effect of a rear extension for those on the downslope side, with the impacts of height and bulk, overlooking and overshadowing being greater than a similar proposal on level ground. Original rear projections on houses avoid an overbearing effect on their downslope neighbours by being located on the upslope side of the house, and subsequent extensions have largely, but not always, followed this pattern. Development on the downslope side can result in an excessively high wall for the downslope neighbour and so increase in height on this side is unlikely to be acceptable.

Part width extensions are appropriate on houses that originally had a shallow part-width extension, but on flat backed properties a shallower full width extension is likely to be more suitable.

Satellite dishes

Satellite dishes are not 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.

Shopfronts and advertisements

The installation of a new shop front and most alterations to an existing shop front will need planning permission. The installation of external security shutters also requires planning permission. Supplementary Planning Documents contains more detailed advice on the design of shop fronts and signage.

Shop signage should be appropriate for the conservation area, respecting the proportions of the shop frontages, maintaining the divisions between units and reflecting the plot widths of buildings. Internally illuminated box signs are unacceptable; 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 it could be amended to preserve or enhance the appearance of the conservation area.

Shopfront security

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.

There will be a general presumption against the use of external security shutters, grilles or meshes on shop fronts. 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.

It is Council policy to keep under continuous review the prioritisation of enforcement action across the Borough of unauthorised advertisement works and unauthorised change of use.

Side extensions

Planning permission may be required for the erection of side extensions.

The in-filling of gaps between buildings will be resisted where this results in a characteristic gap in the streetscape being closed to an extent that the houses appear linked, or views through to gardens beyond are closed. Where side extensions would not result in the loss of a characteristic gap they should be single storey and well set back from the front building line. Extensions over existing garages or side extensions will be resisted.

Trees and landscape design

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. 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.

All trees that 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.

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

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 and air handling equipment

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.

The venting of boilers or bathrooms via vents in the roof or the eaves of the property that is visible from the road will be resisted.

4. Enhancement Strategy

The **Key issues** that are identified in this management strategy will be targeted for special attention through Council development management decisions and enforcement.

New buildings

There is little scope for new building in the area; however, new work or extensions should reflect the character, scale, building lines, materials and colour palette of the area or sub-area.

Public realm enhancement

The pattern of the hard landscape is subject to periodic repairs and maintenance to retain the pattern of paths and streets in the Estate.

Tree and Landscape enhancement

The replacement of mature trees (when this is appropriate) in the Estate and in Swain's Lane needs careful long-term planning.

A plan for enhancement of the communal gardens behind the mansion blocks would be beneficial in improving the setting of these blocks and reinforcing the historic important garden character of the estate.

Grants and investment English Heritage and the Heritage Lottery Fund run grant schemes for historic areas in partnership with local authorities. There are currently no such schemes proposed or considered for Holly Lodge Estate.

5. **Trees, green spaces and biodiversity strategy**

The landscape and buildings are part of one composition and are of equal importance in the character of the area. The Council, the Holly Lodge Estate Committee and private individuals all have responsibility for the upkeep of parts of the landscape.

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

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

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

Camden's Tree Officers within the Regeneration and Planning Service can advise on all aspects of trees on private property within the Holly Lodge Estate Conservation Area.

The Council's free publication 'A Guide to Trees in Camden' contains information on the benefits of trees and the law relating to trees in conservation areas. email urban.design@camden.gov.uk

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

The street trees of the Holly Lodge Estate add greatly to the character of the area. Damage to pavements is sometimes caused by root growth, and the canopies need periodically to be pruned. This is a matter of on-going monitoring and maintenance in order to preserve the leafy character.

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

The Town and Country Planning Act 1990 (as amended) makes special provision for trees in conservation areas which are not the subject of a tree preservation order (TPO). Under section 211 anyone proposing to cut down or carry out work on a tree in a conservation area is required to give the local planning authority (LPA) six weeks prior notice. The purpose of this requirement is to give the LPA an opportunity to consider whether a TPO should be made in respect of the trees. In the case of trees covered by a TPO, a standard form must be submitted to the LPA.

Anyone who cuts down, uproots, lops, tops wilfully destroys or wilfully damages a tree in a conservation area or covered by a TPO without prior Council consent is guilty of an offence and if convicted in a Magistrate's Court could be liable for a fine. Please contact the Tree and Landscape Team for more information on 020 7974 5616.

The Council would generally resist the removal of trees within the Conservation Area unless they were dead, dying or dangerous, causing damage to buildings, or not considered to be of visual or wildlife importance. The unsympathetic pruning of trees would also be resisted, and the pruning of trees that have developed a natural and attractive shape and form should be preserved and protected; and any application to reduce these trees will be resisted.

Where tree works are required in order to mitigate the effects of perceived subsidence, supporting evidence to demonstrate the tree's involvement is required with any application.

6. Enforcement and remediation strategy

The Council has adopted an Enforcement Policy for handling complaints regarding unauthorised development and will investigate, and where necessary, take enforcement action against unauthorised works and changes of use. In operating that policy special attention will be given to preserving or enhancing the character or appearance of the Holly Lodge Estate Conservation Area.

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

The Planning Enforcement Team can be contacted on line via the Council's website: www.camden.gov.uk/planning

Monitoring and review

The Council is required to undertake periodic review of the Holly Lodge Estate Conservation Area to ensure that its special interest is being maintained and protected, to re-evaluate boundaries, and see whether there are areas which justify inclusion or whether there are areas which have deteriorated to such an extent that their special interest has been lost.

As part of the review process the Council will:

- undertake a visual appraisal;
- maintain a searchable photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
- record the character of streets and areas;
- maintain and update a record of other aspects of interest within the Conservation Area including any buildings of merit and the historic fabric of the public realm; and
- consider current issues impacting on the character and appearance of the Conservation Area

As part of the Conservation Area Appraisal, the following have been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, buildings of merit and elements of streetscape interest.

Since the drafting of the 2002 Statement the following points may be noted:

- The general trend in the area is towards prosperity; buildings are being maintained and altered, including examples of exemplary restoration of original features. Nonetheless, unsympathetic alterations and loss of detail are still occurring.
- Mature trees add greatly to the character of the area. The trees are protected by conservation area designation. Many trees are in private gardens and are of some age, and incremental careful replacement is encouraged in the future, as these trees add greatly to the quality to the street scene and the sense of the country in the city.
- The general state of the roadways and pavements is in excellent condition under the management of the Holly Lodge Estate Committee.

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

Photographic record

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

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

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

Heritage at Risk

English Heritage maintains a register of listed buildings and scheduled ancient monuments that are 'known to English Heritage to be at risk, through neglect or decay or are vulnerable to becoming so'. There are no listed buildings in the Holly Lodge Estate Conservation Area. This is kept under review.

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

Holly Lodge Estate was named in the first English Heritage Conservation Areas at Risk register in 2009 for this reason, but not in subsequent years when the criteria were refined. The cumulative effect of continued unsympathetic alterations and the loss of original features means that its character could be considered at risk again in the future, and the Council and English Heritage will be monitoring development in conservation area.

English Heritage gives useful guidance for the care of Conservation Areas and calls for action from both Local Councils and the community.

7. Restriction of permitted development rights through Article 4 Directions

Some works to dwelling houses are permitted development and do not require planning permission. These permitted development rights are restricted within conservation areas. However, this is not always sufficient to protect their special interest. An Article 4 direction restricts the range of works on specified properties that it is possible to undertake without the need for planning permission.

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

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

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

Article 4 Directions were recommended for the Holly Lodge Conservation Area in 2009 following survey work in 2008 which showed a high level of loss of local detail and character, but was deferred, to be reconsidered as part of the redrafting of the Appraisal. English Heritage's response to the consultation was

'Interwar estates of this type are exceptionally prone to unsympathetic alterations such as the loss of windows, decorative features and boundary treatments. Some areas have faced de-designation as a result of this type of erosion. I note that these problems face Holly Lodge and that the scale of loss is considered particularly high.

As such, English Heritage would consider that an Article 4(2) would be an appropriate measure to arrest this decline. The architectural qualities of conservation areas make them attractive places to live and can often enhance economic value and desirability, as such there is a vested interest in protecting their character for both residents and future generations. As such we would strongly support such an initiative.'

The condition of the conservation area appears to be relatively stable, and so it is considered that, whilst the case for an Article 4 Direction at Holly Lodge remains, there is no strong justification for introducing one now.

8. Sources of further information

National Planning Policy Framework 2012

(Note: PPS5 Policy Planning Statement 5: Planning for the Historic Environment 2010 and Planning Policy Guidance PPG15 – Planning in the Historic Environment have been withdrawn).

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

A range of information is available on the Planning pages of the Council's website to assist businesses, occupiers and developers in making applications that will meet the objective of preserving or enhancing the character or appearance of the conservation area. www.camden.gov.uk

Holly Lodge Estate Conservation Area Advisory Committee *Guidelines*

Holly Lodge Estate Committee – see website <http://hle.org.uk/> where the regulations and information for residents may be downloaded.

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

Heritage at Risk

- Register and guidance
- Campaign for Conservation Areas

Streets For All

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

Contacts

Holly Lodge Estate CAAC
c/o

London Borough of Camden
Planning and Regeneration Service
Town Hall Extension
Argyle Street
London
WC1H 8ND

tel 020 7974 4444

www.camden.gov.uk

email planning@camden.gov.uk

Camden's Planning Service is on-line. You can visit the website at www.planning.camden.gov.uk

English Heritage
London Office

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1 Waterhouse Square
138-142 Holborn
London
EC1N 2ST

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

The Georgian Group

6 Fitzroy Square
London
W1T 5DX

tel 087 1750 2936
web www.georgiangroup.org.uk
email info@georgiangroup.org.uk

The Victorian Society

1 Priory Gardens
London
W4 1TT

Tel 020 8994 1019
Web www.victoriansociety.org.uk
Email admin@victoriansociety.org.uk

Twentieth Century Society

79 Cowcross Street
London
EC1M 6EJ

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

The Planning Portal

Web www.planningportal.gov.uk

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A guide to the architecture of London, Edward Jones and Christopher Woodward, 4th edition, Weidenfeld & Nicolson, 2009
The Story of Holly Lodge, Margaret Downing - manuscript draft, 2010
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'Highgate & Muswell Hill Archive Photographs' J. Schwitzer, and K. Gay, Highgate Online Community, internet site established 2000
Holly Lodge Estate, Edna Healey, Holly Lodge Estate Committee, 1987