

## Harlesden Conservation Area

Conservation Area Extensions Designation Assessment  
For the London Borough of Brent

March 2022



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## Contact Information

### **Victoria Perry (Practice Director)**

E: Victoria.Perry@insall-architects.co.uk

T: 020 7245 9888

### **Robert Ayton IHBC MRTPI (Senior Historic Buildings Advisor)**

E: robert.ayton@insall-architects.co.uk

T: 01865 520170

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## Executive Summary

This report assesses the potential for making two extensions to the existing Harlesden Conservation Area. The main one is the southern part of Craven Park Road which lies to the north of the conservation area. The second is a small area at the junction of Manor Park Road and Park Parade, at the eastern end of the conservation area.

It is concluded that the existing buildings in Craven Park Road are varied in terms of their degree of architectural interest. Some have been altered significantly but many facades retain their original architectural character on the upper floors. Most of the buildings are worthy of retention and their significance and interest could be enhanced through sensitive alterations. The extensive public realm is an important characteristic of the street which could also be enhanced.

Taking into account the historical development of the street, from residential to commercial uses, and its physical, economic and social links with Harlesden High Street and the Harlesden Conservation Area, a case can be made for conservation area designation.

With respect to Manor Park Road and Park Parade, the former cinema and the terrace have both been altered to some degree over the years. However, they both could contribute architecturally and historically to the character and appearance of the Harlesden Conservation Area and the proposed extension is appropriate.

## 1.0 Introduction

### 1.1 Purpose and Scope of the Report

Donald Insall Associates were commissioned by the London Borough of Brent to undertake a review of the southern end of Craven Park Road, to the north west of the Harlesden Conservation Area, and the buildings at the junction of Manor Park Road and Park Parade, at the east end of the conservation area, and to consider whether they merit designation as extensions to the conservation area. **[Plate 1]**.

This report is an independent appraisal of the suitability of the two areas for designation and is intended to be presented for public consultation prior to any designation decision being made. The aim of the report is to establish:

- What is the historic and architectural interest of the area?
- How is this interest experienced through the character and appearance of the area?
- What elements need to be protected and preserved?
- Where are the opportunities for enhancement or improvement?
- What are the issues which threaten the area's special interest?
- Whether the area meets the statutory definition of a conservation area, and merits designation as such.

This document has been prepared so that it can be readily adaptable and can form the basis of a Conservation Area Appraisal which would help to guide future maintenance and development of the area, should it be subsequently designated.

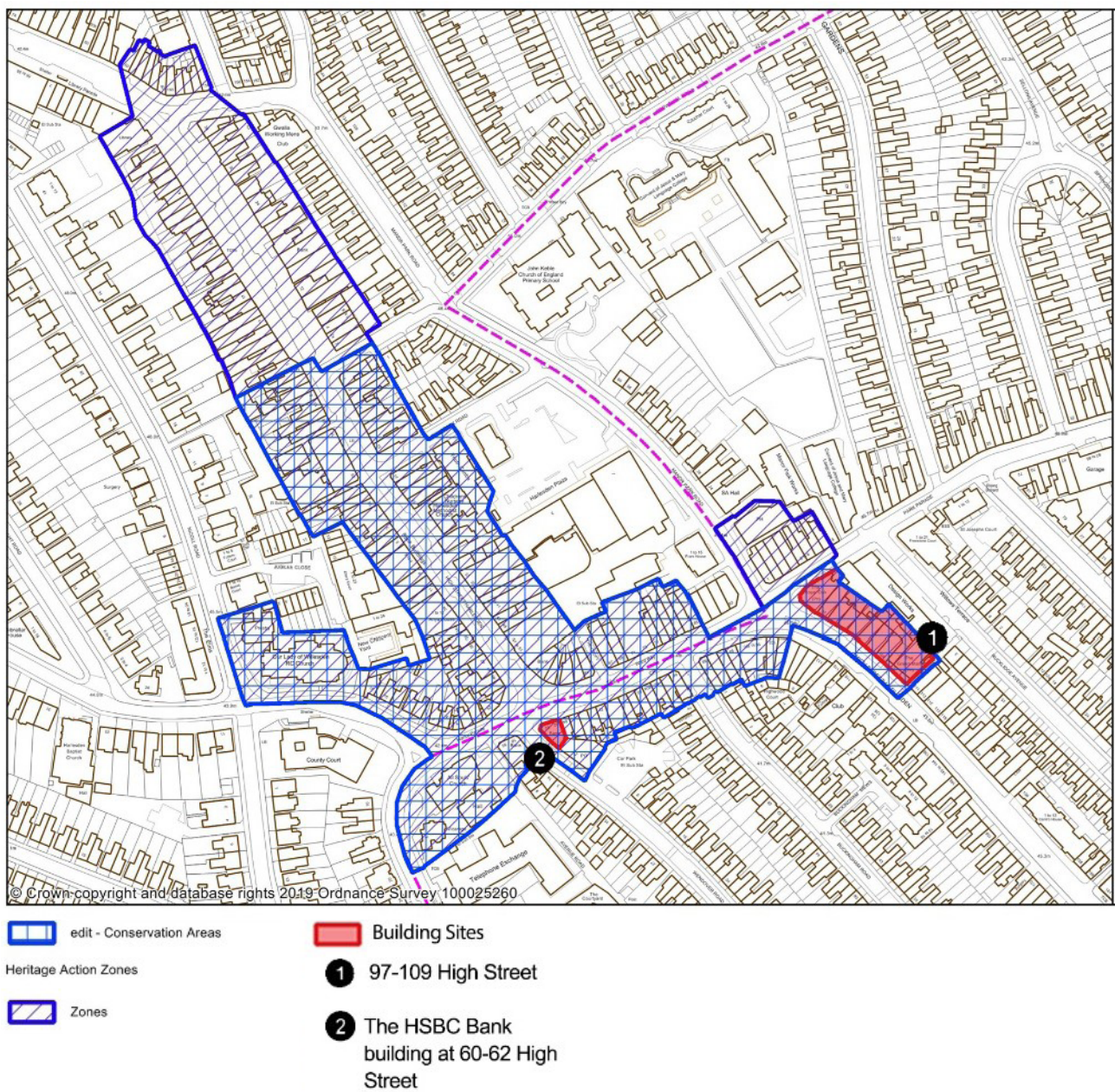
### 1.2 Defining Conservation Areas and other heritage assets

Conservation areas are 'areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance'.<sup>1</sup> Within the planning system, conservation areas are classified as 'designated heritage assets' which means that any proposals for change or development must assess the effect that the development might have on the significance of the area. Listed buildings are buildings of special architectural and historic interest and they, too, are designated heritage assets. Local planning authorities can produce lists of buildings they consider to be important in their area. These are known as 'local lists'; buildings which appear on these lists are known informally as 'locally listed' and considered in heritage planning terminology as 'non-designated heritage assets'. So too are unlisted buildings which are considered to contribute positively to the character and appearance of a conservation area.

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1 Planning (Listed Buildings and Conservation Areas) Act 1990, Section 69.





1. Map showing possible extensions to the HCA (Harlesden Gateway Heritage Action Zone Report 2020).

### **1.3 Summary of Related Legislation, Policy and Guidance**

The provisions for conservation area designation and management are set out in the following legislation, government planning policy and guidance. (See Appendix II).

#### **1.3.1 Legislation**

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires:

- Local planning authorities to determine areas where it is desirable to preserve and enhance, and designate them as conservation areas (section 69 [1])
- Local planning authorities to review their past activities in this area, including existing conservation areas, and to add more conservation areas (section 69 [2])
- Local planning authorities to formulate and publish proposals for the preservation and enhancement of conservation areas and consult the public in the area in question, taking account of views expressed (section 71 **[1 and 2]**)
- In the exercise by local planning authorities of planning functions within the conservation area 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' (section 72 [1]).

### 1.3.2 Government Policy and Guidance

The National Planning Policy Framework states:

- When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest. (paragraph 191)
- When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (paragraph 199)
- Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification (paragraph 200)
- Local planning authorities to look for opportunities for new development within conservation areas 'to enhance or better reveal their significance' (paragraph 206)
- 'Not all elements of a [...] Conservation Area [...] will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area [...] should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the Conservation Area [...] as a whole' (paragraph 207).

National Planning Policy Guidance states:

Do local planning authorities need to review conservation areas?

Local planning authorities must review their conservation areas from time to time (section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990). A conservation area appraisal can be used to help local planning authorities develop a management plan and plan-making bodies to develop appropriate policies for local and neighbourhood plans. A good appraisal will consider what features make a positive or negative contribution to the significance of the conservation area, thereby identifying opportunities for beneficial change or the need for planning protection.

### 1.4 Method Statement

The following has been undertaken:

- Review of existing information, including published documents
- Site survey and research

A site visit was made by Donald Insall Associates on 30 November 2021 to assess the merits of the area. Buildings were viewed from the public realm and were not inspected internally.



## 2.0 The Planning Context

### 2.1 The draft London Borough of Brent Local Plan (2019; modified 2021)

This sets out the Council's latest planning policies, although the Plan has not been formally adopted at the time of writing. Policy BHC1 'Brent's Heritage Assets' sets out the Council's policies for the historic environment. Policy BP5 relates to the preservation and enhancement of the Harlesden Conservation Area. (See Appendix II).

### 2.2 The Harlesden Conservation Area

The Harlesden Conservation Area was originally designated in 1994. It lies within the Harlesden and Kensal Green wards in the southern part of Brent. It is an area of dense Victorian development along the High Street. It is a busy shopping area and it is designated as a Main District Centre within the local plan. [Plate 2].

In 2006 the Council published the Harlesden Conservation Area Appraisal. Section 4 deals with the issue of preservation and enhancement and sets out a number of ways in which this might be achieved, including the use of Article 4 Directions (section 4.2). It also identifies a number of elements which are at risk (section 4.5).

2. Map of the Harlesden Conservation Area





## **2.3 Harlesden Neighbourhood Plan**

The Harlesden Neighbourhood Plan was published in 2019 and outlines a vision 'to build a collaborative community that embraces the evolving cultural identity of Harlesden, while celebrating its rich history and heritage'. A priority of the Harlesden Neighbourhood Forum is to maintain and enhance Harlesden town centre in the face of competition from elsewhere, and especially from the potential threat from new town centre development at Old Oak Common to the south. Such development could further undermine the local economy of the centre of Harlesden, with consequential harmful environmental impacts. Paragraph 3.2 states:

From the vision flow a number of objectives for Harlesden which have been developed and endorsed by the Forum after the key planning issues were identified and discussed. The challenges which arose from the identification of the planning issues are:

- Ensuring that the best aspects of the environment, such as heritage assets or buildings that provide the area with its character, are protected and enhanced, and that the highest quality of design is promoted for new development.

Policy E4 deals with non-designated heritage assets and it identifies a number of buildings and features as non-designated heritage assets that should be subject to relevant London Plan and Brent Local Plan policy. This list includes one building within the proposed Craven Park Road extension, namely the Harlesden Branch Library.

The Neighbourhood Plan also has policies on shopfronts, seeking to retain shopfront features of merit and encouraging well designed shopfronts which enhance the character of the street. Community Aspiration 10 of the Plan states:

Working with local businesses and the Council's Town Centre Manager for Harlesden, the Forum will explore opportunities to obtain funding for shop front improvements. Additionally, the Forum will press Brent Council to take enforcement action against shop fronts that are inappropriate and implemented without the necessary planning consent.

## **2.4 Historic Environment Place-making Strategy**

In May 2019 the Council published this report to assess and manage the built heritage of Brent, 'to support good growth and help inform regeneration and place-making'. The Appendix to the report relating to the Harlesden Conservation Area states:

The existing boundary of the conservation area is considered to contain the most architecturally significant buildings that form the spirit of Harlesden commercial centre. However, the commercial activity of Harlesden developed along Craven Park Road and there are groups of architecturally significant buildings, some of which are already identified as having merit and locally listed. The Harlesden Neighbourhood Forum has identified a number of buildings for Local Listing and would assist in considering any

further extension to the conservation area. An extension to the Harlesden Conservation Area could therefore be considered to take-in this later phase of commercial development.<sup>2</sup>

The report recommends that an extension to the Harlesden Conservation Area be considered along Craven Park Road in consultation with the Harlesden Neighbourhood Forum. It also recommends that a Design Guide for the conservation area be drafted to assist shop owners and residents on the best way to alter and extend their homes, and that Article 4 Directions be made on residential properties.

## 2.5 The Heritage Action Zone

In 2020 the Council and Historic England published their scheme for a Heritage Action Zone (HAZ) in the Harlesden Conservation Area. The aim of this is to improve the character and appearance of the conservation area in order to benefit the local community and the local economy. The key objectives are:

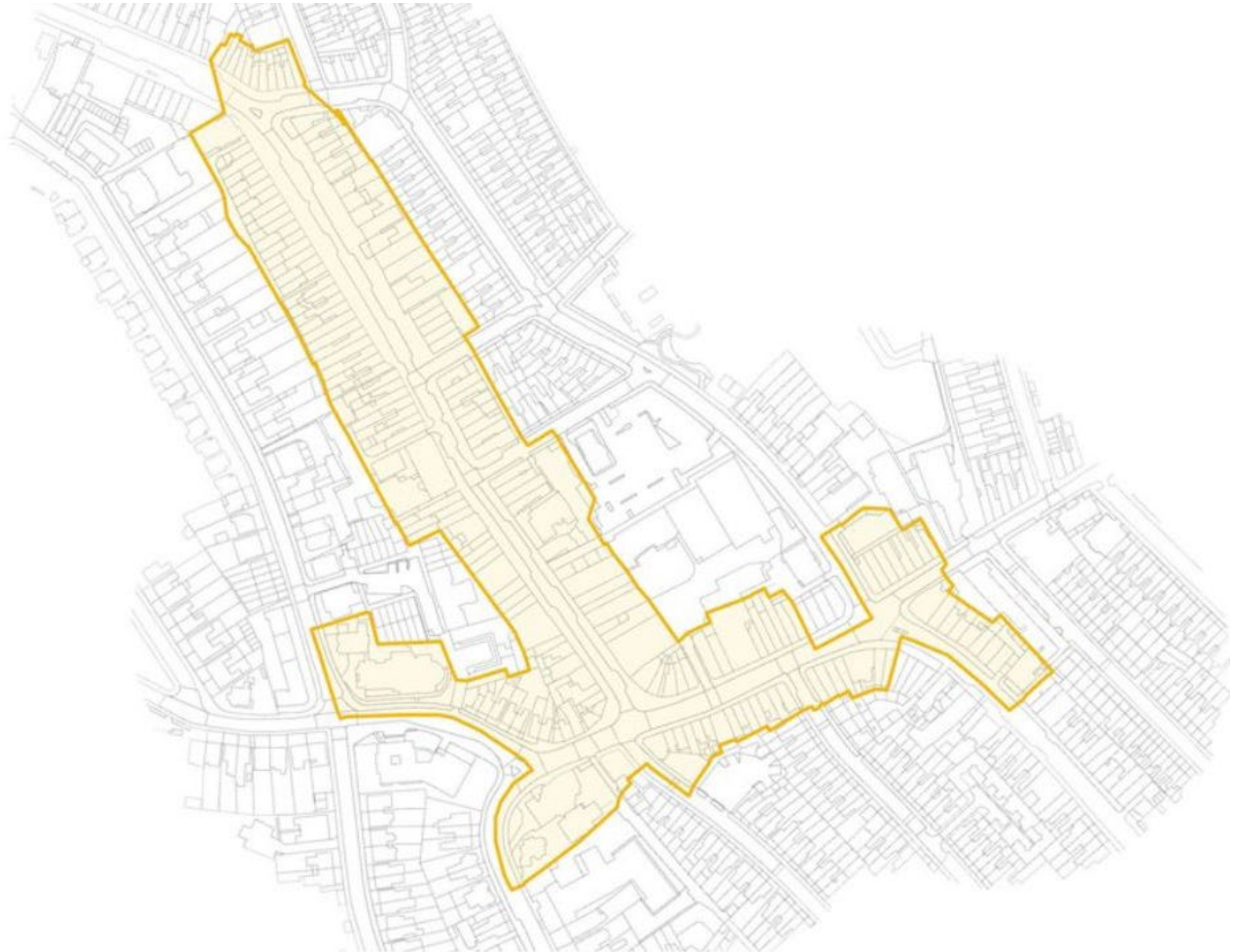
- Repair and reinstate lost features of historic buildings at key gateways to the town centre
- Create a safe and secure street environment to enhance visitor experience and improve access to town centre amenities
- Boost economic vibrancy and vitality of town centre
- Celebrate the culture of the town centre and its communities, enhance access to heritage and improve social inclusion
- Renovate and bring community space back to public use to create a sense of place
- Build capacity and resilience of local communities<sup>3</sup>

Two aspects of the scheme are to improve the facades and shopfronts at nos. 97-109 High Street, and to improve the appearance of the HSBC bank at 60-62 High Street. Donald Insall Associates are currently involved as conservation architects and it is hoped that an exemplary scheme will raise the profile of the conservation area and inspire others to carry out similar works. The HAZ area extends northwards beyond the existing Harlesden Conservation Area to include the southern part of Craven Park Road and the buildings at the south end of Manor Park Road / Park Parade, which are the subject of this report **[Plate 3]**.

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2 Brent Historic Environment Place-making Strategy: Proposed Conservation Areas and Extensions (May 2019)

3 Report from the Strategic Director of Regeneration & Environment (London Borough of Brent, 17 August 2020)



The High Street Heritage Action Zone outlined on a street plan of Harlesden © Crown Copyright and database right 2020. All rights reserved. Ordnance Survey Licence number 100024900

**3. Map of the Harlesden High Street HAZ**

The HAZ also includes a comprehensive Highways improvement programme, designed to complement the improvements made to the buildings.<sup>4</sup> With respect to the High Street, Craven Park Road and Manor Park Road/ Park Parade paragraphs 3.26 to 3.28 of the programme state:

Many of the interventions proposed for the northern section of the high road (where it becomes Craven Park Road) will improve safety for vehicles and pedestrians whilst also improving traffic flow in the southern end of the town centre where the HAZ lies.

The work will be concentrated on Park Parade, Manor Park Road, the High Road, with an emphasis on improving the junctions and congestion build-up at the 2 gateway points this project focuses on.

List of planned works include:

- Changes to road markings to improve vehicular and pedestrian safety
- Insertion of new bollards to delineate pedestrianised areas and prevent cars from parking
- New yellow box junctions to prevent traffic build up directly outside the HSBC building
- Improved pedestrian crossings
- Improved bay parking to stop traffic from blocking the roads
- New 20mph speed limit imposed to improve air quality and improve safety

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4 Harlesden Gateway Heritage Action Zone Scheme Programme (Historic England and London Borough of Brent, June 2020)



## **3.0 The Harlesden Conservation Area and the Proposed Extensions**

### **3.1 The Growth of Harlesden**

Harlesden's growth from a rural village to a suburb was largely a result of the expansion of London's railway network in the 19<sup>th</sup> century. It is one of the earliest commercial centres in the London Borough of Brent. In the late 19<sup>th</sup> century Willesden Junction developed as an important centre for the railway with extensive yards and sidings. The rural area of Harlesden was then developed as a residential and commercial centre in the 1890s.

Harlesden centre was developed plot by plot by speculative builders constructing shops with residential accommodation on the upper floors. Soon after their development some buildings were converted to commercial uses at ground floor level. For example, Harlesden Terrace (75-85 High Street) was extended forward at ground floor level to create shop units by the architect T.E. Rickard. Other terraces were demolished and rebuilt.

In the post war period the population of Harlesden has changed significantly with the arrival of people from many parts of the globe; Ireland, the Caribbean and Indian Sub-continent in particular. There are also local communities of Portuguese, Polish, Brazilian, Columbian, Latin American, Somali and Afghan people. Two thirds of the local population identify as black, Asian and minority ethnic (BAME). Harlesden has strong associations with Caribbean culture. For example, it is known for its links with black British music including reggae, hip hop and grime.

### **3.2 The Harlesden Conservation Area**

The conservation area is an 'L' shaped area, focused on sections of the High Street which run East to West and North to South. It is dominated by tall narrow-fronted Victorian and Edwardian premises, three and four storeys in height, creating a highly enclosed street scene. The buildings are generally of high architectural quality, in a variety of styles. Although many have modern shopfronts of little interest, the upper floors of the facades are generally in their original arrangement, although many have inappropriate modern windows. The Jubilee Clock, a local landmark, marks the junction of the two arms of the High Street.

### 3.3 Craven Park Road

The southern part of Craven Park Road was originally laid out as a residential street in the late 19<sup>th</sup> century, immediately north of the commercial High Street in the form of terraced and semi-detached houses. **[Plate 4]**. The buildings at the junction of Craven Park Road and Manor Park Road were originally shops with flats above. The library was built at the end of the 19<sup>th</sup> century.

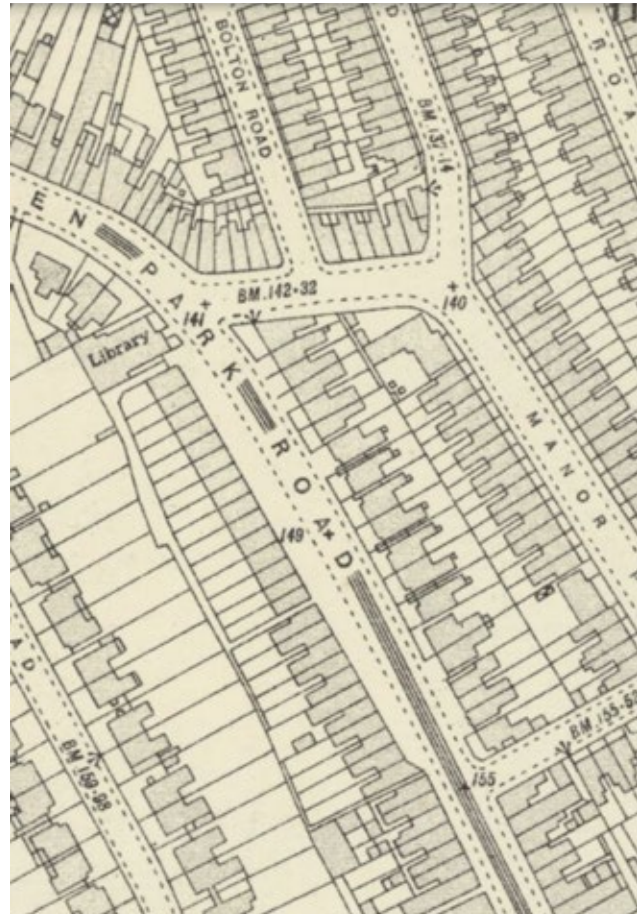
The southern part of Craven Park Road became more commercial during the course of the 20<sup>th</sup> century when it developed as a northern extension of the existing High Street. Nos. 23-51 Craven Park Road, which were originally five pairs of semi-detached houses, were demolished and redeveloped in the interwar period as a block of shops and flats. **[Plate 5]**. The majority of these buildings survive, although with significant alterations in some cases. Nos. 1 to 21 had their front gardens removed and the ground floors were converted to shops between 1915 and 1936. Nos 2-8 Craven Park Road, which originally comprised a house at no.2 and a terrace of three houses, were redeveloped after the second world war.

### 3.4 Manor Park Road and Park Parade

The OS map from 1871 shows the area to be part of Manor Farm, with a field and garden with trees immediately north of the main road. **[Plate 6]**. However, by 1913 the farm had been demolished and the area had been completely redeveloped, with the creation of Manor Park Road running north-south and Park Parade running east-west. **[Plate 7]**. The map shows the cinema, now at 26 Manor Park Road, and the terrace at 1-7 Park Parade. The 1937 OS map shows a very similar form of development, **[Plate 8]**, although the plan form of the cinema appears to have changed slightly. This arrangement has survived largely unchanged until the present day.



4. OS Map Revised 1891 Published 1896



5. OS Map Revised 1935-6 Published 1937





6. OS Map Revised 1865 Published 1871



7. OS Map Revised 1913 Published 1915. The proposed CA extension is outlined in red.



8. OS Map Revised 1935-6 Published 1937



## **4.0 Craven Park Road – Character and Appearance and Assessment of Significance**

### **4.1 Spatial analysis**

Craven Park Road enjoys a strong linear relationship to the northern part of the Harlesden Conservation Area because it is essentially a continuation of the original High Street. However, because it was originally a residential street, with the houses all having front gardens, the street is wider than the High Street, and is less enclosed. Now that the gardens have almost all been removed (with two exceptions), the pavements are wider than the High Street, and the extent of the public realm is significantly greater. The street has a much more spacious character than the northern part of the Harlesden Conservation Area.

### **4.2 Settings and views**

Craven Park Road forms an important part of the setting of the existing conservation area, by virtue of its proximity and its similar commercial character. There are long views along the High Street towards Craven Park Road. However, the ground rises up from the south to the junction of the High Street and Craven Park Road and then slopes downwards to the north. This means that the buildings on Craven Park Road only become visible from the Harlesden Conservation Area as one reaches the northern end of the High Street. **[Plate 9]**.

Views northwards along Craven Park Road are terminated by the buildings on the north side of the junction with Manor Park Road, where Craven Park Road turns to the west. **[Plate 10]**.

### **4.3 Uses**

Craven Park Road is a mixed-use street with commercial uses at ground floor level and residential on upper floors. The commercial uses are varied, serving the diverse needs of the local community. They include

- bars, restaurants, cafes and takeaways
- grocery shops and off licences
- hairdressers and beauty salons
- dental surgery
- clothes and textile shops
- charity shops
- record shops
- community centres
- insurers, estate agents and solicitors
- the public library



9. View northwards along the High Street towards Craven Park Road

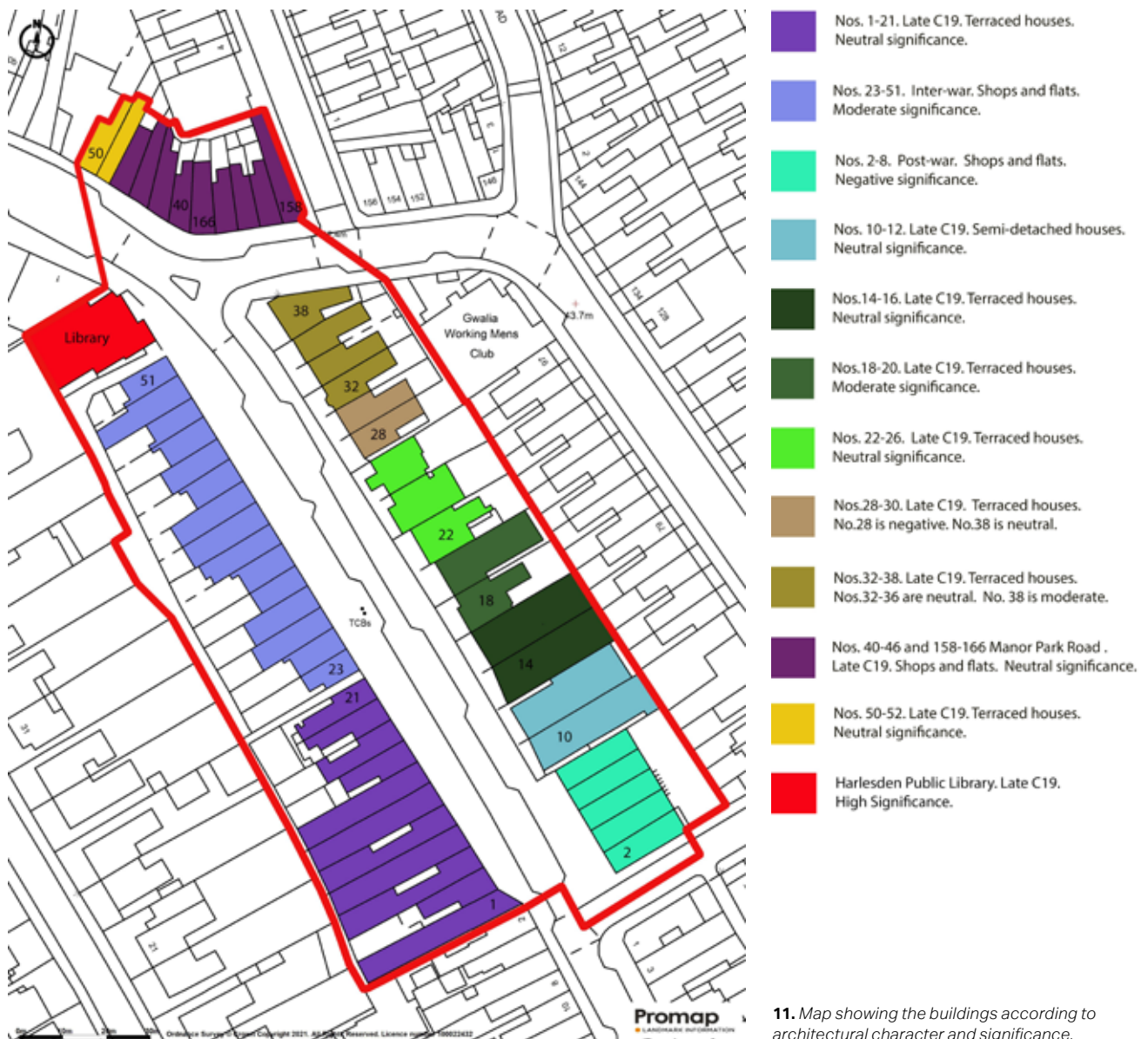


10. View northwards along Craven Park Road.



#### 4.4 The Buildings

Most of the buildings date from the end of the 19<sup>th</sup> century. The notable exceptions are Nos. 23-51 Craven Park Road, which date to the interwar period and nos. 2-8 Craven Park Road, which are post war. The condition of the buildings is variable but generally fair or good. The buildings are described below and the map shows these according to their architectural style. [Plate 11].



11. Map showing the buildings according to architectural character and significance.

#### 4.3.1 The West Side

##### 1-21 Craven Park Road

These buildings were originally a terrace of three storey houses, faced in a pale yellow Gault-type brick. The facades are embellished with decorative capitals below the lintels and a corbelled eaves detail, with stone balls in the party walls at roof level. The facades have been altered with the addition of a rendered band at second floor level and replacement windows. Two of the buildings have had their facades covered with stone cladding which have seriously harmed their architectural integrity. The houses originally had front gardens but these were removed in the early 20<sup>th</sup> century and shopfronts were installed. Some of the original pilasters survive but the shopfronts are all modern and not of interest. **[Plate 12]**.

##### 23-51 Craven Park Road

This site was originally built in the late 19<sup>th</sup> century as five pairs of semi-detached houses with front gardens. These were demolished in the inter war period and replaced with a three storey, 15 bay building with integral shopfronts at ground floor level. It is a symmetrical composition, with decorated rendered bays alternating with plainer bays, which include decorative brickwork panels below the second floor level windows. There is also decorative metalwork, in a simple Art Deco style, above the shopfronts and at second floor level in the more decorated bays. The windows are modern replacements. The building is of some significance, because of its architectural merits and because it is evidence of the historic evolution of the commercial character of the street. **[Plate 13]**.

##### Harlesden Library

The library was built in 1893 to designs by John Cash. It is faced in red brick, with brick and stone dressings. It features a large Dutch gable, featuring a stone crest, at its southern end and two smaller gables to the north. The windows may be the originals but the ground floor level has been much altered with modern entrance doors to the library and a large, glazed shopfront adjacent. This is part of a modern extension on the north side of the building. The library is of architectural merit, despite the later alterations. **[Plate 14]**.

The library was built when Harlesden was at the height of its prosperity. It was a largely middle-class area and had a strong sense of identity compounded largely of civic pride and religious nonconformity. It is of historic significance, as the original public library serving the local community<sup>5</sup>. The significance of the library is recognised in the Neighbourhood Plan.

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5 A History of the County of Middlesex: Volume 7, Acton, Chiswick, Ealing and Brentford, West Twyford, Willesden. Originally published by Victoria County History, London, 1982





**12.** Nos. 1-21 Craven Park Road (West side)



**13.** Nos. 23 to 35 (right) Craven Park Road (West side)



**14.** Harlesden Library, 53 Craven Park Road (West side)

#### **4.3.2 The East Side**

##### **2-8 Craven Park Road**

This is a three storey post-war block, with shops on the ground floor. It is not of architectural and historic interest and its appearance suffers from being used to display large signs at first and second floor levels level which detract from the street scene. **[Plate 15]**.

##### **10-12 Craven Park Road**

This is a pair of semi-detached late Victorian houses. They have modern windows at first floor level and modern shopfronts, although there are remnants of a traditional framework, in the form of a pilaster between the two shops. Dormer windows been added at roof level. Both buildings are of modest interest because of the survival of the façades at first floor. **[Plate 16]**.

##### **14 and 16 Craven Park Road**

These were built as a pair of houses within the terrace. No. 14 retains its original brick façade with stone lintels at first floor level, although modern windows have been installed. No.16 has been completely transformed probably in the first half of the 20<sup>th</sup> century with the addition of a 'timber framed' gable and projecting oriel window at roof level, and large windows at first floor. Dormer windows been added at roof level. The original decorative chimney stacks survive. No. 14 is of modest interest as the front façade survives at first floor, but no.16 is not of interest. **[Plate 17]**.

##### **18 and 20 Craven Park Road**

These are a pair of two storey, brick faced 19<sup>th</sup> century houses, with attractive Dutch gables, gabled dormers and decorative arches over the first floor windows. These are the best buildings on this side of Craven Park Road. No. 20 has a modern shopfront of little interest but no.18 retains its original façade, with a large pedimented window and a recessed entrance under an arched portico. Both have modern windows. The original front garden wall to no.18 appears to survive, including the gate piers and decorative metal overthrow. No. 18 is of significance as it is an attractive building of some architectural merit and, because it is an original house, has survived with few alterations. No. 20 is of slightly lesser significance because of the alterations to the ground floor level. **[Plate 18]**.

##### **22, 24 and 26 Craven Park Road**

These form a group of three late 19<sup>th</sup> century two storey houses with similar detailing at first floor level. The shopfronts are modern and of no interest. Dormer windows been added at roof level. The buildings are of modest interest overall **[Plate 19]**.



15. Nos. 2-8 Craven Park Road (East side)



16. The pavement on the east side of Craven Park Road outside no. 10.





17. Nos. 14 (right) to 20 Craven Park Road (East side)



18. Nos. 18 (right) and 20 Craven Park Road (East side)



19. Nos. 24 (right) to 38 Craven Park Road (East side)



### **28 and 30 Craven Park Road**

These form a pair of three storey late 19<sup>th</sup> century houses. The facades have been rendered and modern windows and shopfronts have been installed. These are unsympathetic changes, although the new windows do have some subdivision to reflect the original design of the timber sashes. Given the degree of alteration they are of low significance. **[Plate 20]**.

### **32 to 38 Craven Park Road**

These late Victorian houses appear to have been built as a group, with similar architectural details, such as the paired windows and decorative capitals to the lintels. No. 38 survives in its original form, with projecting bays, square and canted, at both ground and first floor levels. It also retains an enclosed front garden. Nos. 32 to 36 have been significantly altered, with modern shopfronts and the projecting bays appear to have been removed at first floor level. No. 38 is of significance as a survivor of the original houses which once lined the street. **[Plate 21]**.

### **158 to 166 Manor Park Road and 40 to 46 Craven Park Road**

These form a terrace of three storey late 19<sup>th</sup> century buildings. The facades are embellished with decorative brick panels at first floor level, brick aprons below the window sills, fluted keystones in the window arches and pediments at roof level. The party walls are demarcated by a pilaster from the shopfront to the roof, topped by a stone ball. Some of the original shopfront frameworks survive at ground floor level, but the shopfronts are all modern and not of interest. The windows are all modern.

Unfortunately, the gables on the Craven Park Road buildings appear to have been removed, harming their appearance and reducing their architectural interest. This may have been carried out because of deteriorating high level brick work which is apparent in the surviving gables in Manor Park Road. The telecommunications equipment on the roof of no.40 is harmful to the appearance of the building and the terrace. **[Plates 22 and 23]**.

### **50-52 Craven Park Road**

This is a two storey 19<sup>th</sup> century building which has been much altered, with modern shopfronts and first floor windows. It is not of interest.

### **Public Realm**

The Craven Park Road pavements are wide because of the removal of the original front gardens. There are car parking bays and loading areas along both sides of the street. There are also street trees on both sides; they are more mature on the west side. On the east side some buildings have bollards around their forecourts (for example nos. 14 and 16, 28 to 36) and it appears that these areas are used for car parking. There are large freestanding advertisement screens on the west side which add to physical and visual clutter. **[Plates 12 and 24]**.

The public realm is a consequence of the evolution of the street from residential to commercial uses. It is of some quality but there is considerable scope for improvement, to create a more attractive pedestrian environment, and to help maintain and improve the viability of the commercial uses.



21. Nos. 32 (right) to 38 Craven Park Road (East side)



22. Nos. 164 and 166 Manor Park Road (right) and 40 to 52 Craven Park Road (left)





23. The facade of 164 Manor Park Road



24. The pavement on the east side of Craven Park Road. No. 26 on the left.

#### 4.4 Assessment of Significance

The purpose of this section is to provide an assessment of significance of the area so that the potential for extending the existing conservation area is fully informed.

##### 4.4.1 The special architectural and historic interest

The quality and significance of the buildings in this part of Craven Park Road is varied. Some are of greater interest than others; some have had major alterations and their architectural quality has been diminished. However, most of the buildings are worthy of retention and their significance could be enhanced if sympathetic works were carried out to replace inappropriate alterations. Such works might include the installation of high quality traditional shopfronts and signs, and appropriate traditionally-styled windows.

##### 4.4.2 The contributions of the buildings to the character and appearance of the area

Of high significance is:

- Harlesden Public Library

Of **moderate** significance are:

- 23-51 Craven Park Road
- 18 and 20 Craven Park Road
- 38 Craven Park Road
- 158 to 166 Manor Park Road
- The public realm

Of **neutral** significance, neither contributing to nor detracting from the significance of the area:

- 1-21 Craven Park Road
- 40 to 46 Craven Park Road
- 10, 12, 14, 16, 22, 24, 26, 30, 32, 34, 36 and 50-52 Craven Park Road .

Factors which **detract** from the area's significance are:

- 2-8 Craven Park Road
- 28 Craven Park Road
- The telecommunications installation on the roof of 40 Craven Park Road
- Poor quality shopfronts and signs
- Solid roller shutters
- Modern replacement windows
- Satellite dishes on the front facades
- Freestanding advertising screens on the pavement
- Use of forecourts for car parking



#### **4.4.3 Historical significance**

If the architectural interest of this part of Craven Park Road is somewhat limited, then the history of the street and its links to the High Street are arguably of more significance. It was originally a residential street which evolved into a commercial street in the first half of the 20<sup>th</sup> century. This is significant in that it is evidence of the early success of Harlesden High Street as a commercial area.

As many of the original buildings survive, the original layout and architectural character of the street is still discernible to a degree. The evolution of the street is apparent in the works which were carried out to the existing houses to convert them to commercial uses, and the fact that nos. 23-51 were demolished and rebuilt as a mixed use block, with flats above the shops.

The historic evolution of the street is also important because the removal of the original front gardens has resulted in an extensive public realm which contributes to the character of this part of Craven Park Road.

## 5.0 Manor Park Road / Park Parade – Character and Appearance and Assessment of Significance

### 5.1 The Buildings

The proposed extension comprises two buildings; the terrace at nos. 1-9 Park Parade and the former cinema at 26 Manor Park Road. **[Plate 25]**.



25. Map showing the existing CA and proposed Manor Park Road extension.

### 5.1.1 1-9 Park Parade

These buildings were built at the end of the 19<sup>th</sup> century as a three storey terrace of shops with residential units above. The terrace has a brick façade with decorative elements in the form of brick dentil cornices at first and second floor levels. There are projecting brick pilasters on the party wall lines. Apart from the west and east ends the terrace features three vertically proportioned window openings per bay, with a simple decorative cornice and key stone over each opening. No. 1 at the west end of the terrace has a curved corner onto Manor Park Road. No. 9 has two windows instead of three. Nos. 1 and 6 have been rendered but the decorative brickwork is still visible. No.1 has a return façade to Manor Park Road, with similar detailing, although the northern most windows have a decorative brick apron below the window cills. The terrace has a flat roof which is not visible from street level. **[Plate 26].**

Although all of the buildings have modern shopfronts some of the original elements such as the decorative corbels and pilasters have survived. **[Plate 27].** The windows to the upper floors of the front façades are all modern replacements.

### 5.1.2 The Cinema

The cinema was built in 1912 and was called the Picture Theatre<sup>6</sup>, and in 1915 it was renamed the Picture Coliseum, and it operated throughout its existence as an independent cinema. It comprises a rectangular block facing Manor Park Road, with a larger rear wing with a steeply pitched roof, running at right angles to the street. The building is two storeys high, but on the north side of the front façade is a three storey 'tower' feature. Although its windows are modern and the original ground floor frontage has been lost, the front façade retains something like its original form, with some Art Deco style embellishment of the 'tower'. **[Plates 28 and 29].**

The front of the cinema on Manor Park Road was altered in the 1930's when the concave façade was replaced with the current flat façade. It closed as a regular cinema in December 1975 and began showing adult films, was used for punk rock concerts in the late 1970's and then closed completely in the mid-1980's. It was refurbished and converted to a pub in the early 1990's but in 2017 it was vacant again. It is being developed as a new cultural and community space by Brent Council.

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6 <https://www.layersoflondon.org/map/records/the-coliseum-cinema-opens>



26. The front facade of 1-9 Park Parade



27. Decorative shopfront corbels survive.





28. Front facade of the former cinema on Manor Park Road.



29. Art Deco embellishment.

## 5.2 Assessment of Significance

While the architectural interest of the Park Parade terrace is arguably less than that of many other buildings in the Harlesden Conservation Area, these are potentially attractive late 19<sup>th</sup> century buildings which are part of the early history of Harlesden. They also create an appropriate and historic setting to the Royal Oak public house, a key landmark in the conservation area, immediately to the south.

The former cinema is not a building of high architectural merit but it is of some historical interest, as a surviving example of an early cinema in Harlesden, and to a lesser extent, a music venue of note in the late 1970's.

### Of moderate significance are:

- The terrace at 1-9 Park Parade
- The former Picture Coliseum Cinema, Manor Park Road

Factors which **detract** from the significance of Park Parade are:

- Poor quality shopfronts and signs
- Solid roller shutters
- Modern replacement windows
- Satellite dish on the front facade

## **6.0 Conclusions**

### **6.1 Justification for designation**

#### **6.1.1 Craven Park Road**

While the architectural quality of this part of Craven Park Road is lower than that of the Harlesden Conservation Area, there may be sufficient interest in the street as a whole to justify its designation as an extension to the Harlesden Conservation Area. This interest lies in the significance of some of the buildings, and the spatial and historical relationship between Craven Park Road and the High Street. Its importance to the local community, in terms of providing local services, including the public library, is also part of its significance. However, the ethnic make-up of the community has changed since the buildings were first constructed, with many of the premises reflecting long held family connections with the former British Empire.

#### **6.1.2 Manor Park Road/ Park Parade**

The cinema and the terrace are of some architectural and historic interest. It is considered that their inclusion in an extension to the Harlesden Conservation Area can be justified. Conservation area status could also lead to their significance, especially the terrace, being enhanced, as set out below.

### **6.2 Opportunities, threats and management proposals**

#### **6.2.1 Craven Park Road and Manor Park Road/Park Parade**

If these areas were designated as extensions to the Harlesden Conservation Area then there would certainly be scope for works to enhance their character and appearance, and of improving the wider townscape.

- Conservation area designation would enable demolition of existing buildings to be controlled. There should be a presumption to retain the majority of the existing buildings, even those which make a neutral contribution. The latter buildings are capable of being improved and their contribution to the conservation area could be enhanced. Those which make a negative contribution to the character and appearance of the area, such as nos. 2-8 Craven Park Road, could be replaced.
- Demolition and redevelopment would only be acceptable if it preserved or enhanced the character and appearance of the conservation area. Any new building would need to be of high quality and relate sensitively to its context.
- Further erosion of the architectural quality of the existing buildings, through inappropriate alterations and extensions, needs to be prevented. The use of Article Directions could be considered, although many alterations, such as the replacement of windows, would require planning permission without the need for a Direction.
- The existing buildings could be enhanced through the replacement of modern windows with new traditionally designed windows based on historic precedent, with double-glazed slim line units where appropriate.

- Modern shopfronts and signs could be replaced by high quality designs which relate architecturally to the buildings in which they are installed but also allow flexible use when the shops are open. Solid roller shutters could be replaced with open grille type to allow views into the shop windows.
- Satellite dishes could be relocated from the front facades to the rear or at roof level.
- A design guide could be produced by the Council for the local community, to illustrate how enhancements could be made and to show what the benefits of making these changes would be.
- Removal or reduction of the roof level telecommunications installation at no.40 Craven Park Road would be desirable, although may be difficult to achieve.

### **6.2.2 Craven Park Road – Public Realm**

The extensive public realm is a quality of the street which has not been used for maximum benefit.

The quality of the public realm could be enhanced to create a more attractive and active pedestrian-friendly environment. This could involve:

- preventing forecourts from being used for car parking
- removal of street clutter, such as the advertisement screens
- a review of existing trees to assess their success and appropriateness
- use of new street furniture, such as public seating and lighting to reinforce and enhance the character of the area
- traffic management measures.

There may be an opportunity to strengthen the visual identity and character of this part of Craven Park Road, and the perhaps northern section of the High Street, through the design of the public realm, strengthening its links with the local community. For example, the use of public art could emphasise the significance of Caribbean culture. Any such initiative should be based on full engagement with, and endorsement by, the local community.

## **6.3 Conclusion**

These changes would help enhance the character and appearance of Craven Park Road and Manor Park Road/Park Parade, and would benefit the Harlesden Conservation Area as a designated heritage asset, and benefit Harlesden High Street in its role as a commercial and residential centre.



## Appendix I – Sources of Information

Harlesden Conservation Area Character Appraisal (London Borough of Brent, March 2006)

Historic Research: Harlesden Brent London NW10 (Trees Associates for London Borough of Brent, April 2012)

Draft Brent Local Plan (London Borough of Brent, 2019)

Harlesden Neighbourhood Plan 2019-2034 (May 2019)

Historic Environment Place-Making Strategy (London Borough of Brent, May 2019)

Heritage Action Zone Scheme Programme (Historic England and London Borough of Brent, June 2020)

Harlesden Gateway High Streets Heritage Action Zone. Report from the Strategic Director of Regeneration and Environment. (London Borough of Brent, 17 August 2020)

[A History of the County of Middlesex: Volume 7, Acton, Chiswick, Ealing and Brentford, West Twyford, Willesden.](#) Originally published by Victoria County History, London, 1982

## Appendix II – National Planning Policy and Guidance

### Planning (Listed Buildings and Conservation Areas) Act 1990

The Act is legislative basis for decision making on applications that relate to the historic environment. The Act requires:

- Local planning authorities to determine areas where it is desirable to preserve and enhance, and designate them as conservation areas (section 69 [1])
- Local planning authorities to review their past activities in this area, including existing conservation areas, and to add more conservation areas (section 69 [2])
- Local planning authorities to formulate and publish proposals for the preservation and enhancement of conservation areas and consult the public in the area in question, taking account of views expressed (section 71 [1 and 2])
- In the exercise by local planning authorities of planning functions within the conservation area 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' (section 72 [1])

### National Planning Policy Framework

Any proposals for consent relating to heritage assets are subject to the policies of the NPPF (July 2021). This sets out the Government's planning policies for England and how these are expected to be applied. With regard to 'Conserving and enhancing the historic environment', the framework requires proposals relating to heritage assets to be justified and an explanation of their effect on the heritage asset's significance provided.

With regard to the significance of a heritage asset, the framework contains the following policies:

- 'When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.' (paragraph 186)
- When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (paragraph 193)
- Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification (paragraph 194)
- Local planning authorities to look for opportunities for new development within conservation areas 'to enhance or better reveal their significance' (paragraph 200)

- 'Not all elements of a [...] Conservation Area [...] will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area [...] should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the Conservation Area [...] as a whole' (paragraph 201).

Concerning conservation areas and world heritage sites it states, in paragraph 207, that:

*Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 200 or less than substantial harm under paragraph 201, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.*

### **National Planning Practice Guidance**

The National Planning Practice Guidance (NPPG) was published on 23 July 2019 to support the National Planning Policy Framework (NPPF) and the planning system. It includes particular guidance on matters relating to protecting the historic environment in the section: Conserving and Enhancing the Historic Environment.

<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>

The relevant guidance is as follows:

#### **What is meant by the conservation and enhancement of the historic environment?**

Conservation is an active process of maintenance and managing change. It requires a flexible and thoughtful approach to get the best out of assets as diverse as listed buildings in everyday use and as yet undiscovered, undesignated buried remains of archaeological interest.

In the case of buildings, generally the risks of neglect and decay of heritage assets are best addressed through ensuring that they remain in active use that is consistent with their conservation. Ensuring such heritage assets remain used and valued is likely to require sympathetic changes to be made from time to time. In the case of archaeological sites, many have no active use, and so for those kinds of sites, periodic changes may not be necessary, though on-going management remains important.

Where changes are proposed, the National Planning Policy Framework sets out a clear framework for both plan-making and decision-making in respect of applications for planning permission and listed building consent to ensure that heritage assets are conserved, and where appropriate

enhanced, in a manner that is consistent with their significance and thereby achieving sustainable development. Heritage assets are either designated heritage assets or non-designated heritage assets.

Part of the public value of heritage assets is the contribution that they can make to understanding and interpreting our past. So where the complete or partial loss of a heritage asset is justified (noting that the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted), the aim then is to:

- capture and record the evidence of the asset's significance which is to be lost
- interpret its contribution to the understanding of our past; and
- make that publicly available (National Planning Policy Framework paragraph 199)

### **How can heritage issues be addressed in neighbourhood plans?**

Where it is relevant, [neighbourhood plans](#) need to include enough information about local heritage to guide decisions and put broader strategic heritage policies into action at a neighbourhood scale. It is beneficial for any [designated and non-designated heritage assets](#) within the plan area to be clearly identified at the start of the plan-making process so they can be appropriately taken into account.

### **What is "significance"?**

'Significance' in terms of heritage-related planning policy is defined in the Glossary of the National Planning Policy Framework as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

The National Planning Policy Framework definition further states that in the planning context heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- **archaeological interest:** As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
- **architectural and artistic interest:** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
- **historic interest:** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.



In legislation and designation criteria, the terms 'special architectural or historic interest' of a listed building and the 'national importance' of a scheduled monument are used to describe all or part of what, in planning terms, is referred to as the identified heritage asset's significance.

### **Why is 'significance' important in decision-taking?**

Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals.

### **Designated heritage assets**

#### **How do heritage assets become designated?**

The Department for Digital, Culture, Media and Sport (advised by Historic England) is responsible for the identification and designation of listed buildings, scheduled monuments and protected wreck sites.

Historic England identifies and designates registered parks and gardens and registered battlefields.

World Heritage Sites are inscribed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

In most cases, conservation areas are designated by local planning authorities.

Historic England administers all the national designation regimes. Further information on selection criteria and processes can be found on [Department for Digital, Culture, Media and Sport's website](#).

#### **What are the different types of designated heritage assets?**

Listed building - a building which has been [designated](#) because of its special architectural or historic interest and (unless the list entry indicates otherwise) includes not only the building itself but also:

- any object or structure fixed to the building
- any object or structure within the curtilage of the building which, although not fixed to the building, forms part of the land and has done so since before 1 July 1948

Scheduled monument - a monument which has been [designated](#) because of its national importance.

Protected wreck site - the site of a vessel lying wrecked on or in the sea bed, [designated](#) because of the historical, archaeological or artistic importance of the vessel, or of any objects contained or formerly contained in it.

Registered park or garden - a designed landscape which has been [designated](#) because of its special historic interest.

Registered battlefield - a battlefield which has been [designated](#) because of its special historic interest.

World heritage site - a cultural and/or natural heritage site inscribed because of its outstanding universal value.

Conservation area - an area which has been [designated](#) because of its special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

### **What do local planning authorities need to consider before designating new conservation areas?**

Local planning authorities need to ensure that the area has sufficient special architectural or historic interest to justify its designation as a conservation area. Undertaking a conservation area appraisal may help a local planning authority to make this judgment.

Further advice on conservation area designation, appraisal and management can be found on [Historic England's website](#).

### **Do local planning authorities need to review conservation areas?**

Local planning authorities must review their conservation areas from time to time ([section 69\(2\) of the Planning \(Listed Buildings and Conservation Areas\) Act 1990](#)).

A conservation area appraisal can be used to help local planning authorities develop a management plan and plan-making bodies to develop appropriate policies for local and neighbourhood plans. A good appraisal will consider what features make a positive or negative contribution to the significance of the conservation area, thereby identifying opportunities for beneficial change or the need for planning protection.

## **Non-designated heritage assets**

### **What are non-designated heritage assets?**

Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions but which do not meet the criteria for designated heritage assets.

A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.

### **How are non-designated heritage assets identified?**

There are a number of processes through which non-designated heritage assets may be identified, including the local and neighbourhood plan-making processes and conservation area appraisals and reviews. Irrespective of how they are identified, it is important that the decisions to identify them as non-designated heritage assets are based on sound evidence.

Plan-making bodies should make clear and up to date information on non-designated heritage assets accessible to the public to provide greater clarity and certainty for developers and decision-makers. This includes information on the criteria used to select non-designated heritage assets and information about the location of existing assets.

It is important that all non-designated heritage assets are clearly identified as such. In this context, it can be helpful if local planning authorities keep a local list of non-designated heritage assets, incorporating any such assets which are identified by neighbourhood planning bodies. (Advice on local lists can be found on [Historic England's website](#).) They should also ensure that up to date information about non-designated heritage assets is included in the local historic environment record.

In some cases, local planning authorities may also identify non-designated heritage assets as part of the decision-making process on planning applications, for example, following archaeological investigations. It is helpful if plans note areas with potential for the discovery of non-designated heritage assets with archaeological interest. The historic environment record will be a useful indicator of archaeological potential in the area.

### **Historic England Guidance**

This is set out in Conservation Area Appraisal, Designation and Management Historic England Advice Note 1 (Second Edition)

<https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/heag-268-conservation-area-appraisal-designation-management/>

### **Identifying potential conservation areas**

14 New conservation areas or areas that might be suitable as extensions to an existing designated area may be identified in a number of ways, including: □ historic characterisation studies for master-planning and as part of evidence collection for the local development plan □ local communities working on neighbourhood plans identifying areas which have a special interest and character or appearance possibly meriting consideration for designation by the local planning authority □ stand-alone studies of particular areas in response to development proposals, pressures for change or new awareness of significance through processes such as local listing

15 The NPPF cautions local planning authorities to ensure that an area justifies designation as a conservation area because of its special architectural or historic interest, so that the concept of conservation is not devalued through the designation of areas that lack special interest.

16 Having determined that an area may meet the definition in the Act, it is good practice to prepare a designation assessment to formally assess the special historic or architectural interest it may have and whether it is desirable to preserve or enhance its character or appearance. It is helpful to consider these as separate criteria (see paragraph 11 above). This often follows a similar format to a conservation area appraisal and, indeed where this leads to designation it will inform future decision-making. Nevertheless, where a rapid designation is necessary to prevent harm and where proportionate consideration is given in decision-making,

the special interest is relatively clear or the area has an easily defined boundary, it may be expedient to prepare a shorter report setting out how the area meets the statutory definition and how the appropriate boundary has been determined, thus ensuring the area's designation is robust.

### **The assessment of special interest**

34 Conservation areas are designated for both special architectural and historic interest and most areas worthy of designation will have both, though the levels may vary and one may be considered more important than another. The appraisal needs to set out these interests and express their importance clearly. Key elements in defining the special interest are likely to be:

- the still-visible effects/impact of the area's historic development on its plan form, townscape, character and architectural style and social/historic associations and the importance of that history
- architectural quality and built form, including any particular architectural interest resulting from a past use, planning or design, important phases of development, the integrity or group value of buildings or provision of a record of development over time through the architectural record
- the contribution to the special interest made by the setting on the area, that is what the setting can contribute to the significance of a heritage asset, and how it can allow that significance to be appreciated (see Historic England Good Practice Advice 3: The Setting of Heritage Assets, 2<sup>nd</sup> edition).
- local distinctiveness and a sense of place which make the area unique, including the influence of sources of building materials and historic industries that have come to contribute significantly to the area's present identity
- how the places within it are experienced by the people who live and work there and visitors to the area (including both daily and seasonal variations if possible)
- the design, planting or past use of open spaces, green areas, parks and gardens, and trees, including the representation of particular species or varieties that reflect key periods of horticultural interest, collecting or design
- designated and other heritage assets, their intrinsic importance and the contribution they make to the townscape – this will normally provide an indication of past recognition of special interest, whilst a focus of assets of a similar type may suggest the area as a whole has a particular special interest

### **Draft Brent Local Plan (2019; modified 2021)**

#### **POLICY BHC1: BRENT'S HERITAGE ASSETS**

Proposals for or affecting heritage assets should:

- a) demonstrate a clear understanding of the archaeological, architectural or historic significance and its wider context;
- b) provide a detailed analysis and justification of the potential impact (including incremental and cumulative) of the development on the heritage asset and its context as well as any public benefit;
- c) retain buildings, structures, architectural features, hard landscaping and spaces and archaeological remains, where their loss would cause harm



- d) sustain and or enhance the significance of the heritage asset, its curtilage and setting, respecting and reinforcing the streetscene, frontages, views, vistas, street patterns, building line, siting, design, height, plot and planform and ensure that extensions are not overly dominating;
- e) contribute to local distinctiveness, built form, character and scale of heritage assets by good quality, contextual, subordinate design, and the use of appropriate materials and expertise, and improving public understanding and appreciation;
- g) seek to avoid harm in the first instance. Substantial harm or loss should be exceptional, especially where the asset is of high significance. Any proposed harm to or loss of a heritage asset (including to its setting) should require clear and convincing justification and can be outweighed by material planning considerations in the form of public benefits but only if these are sufficiently powerful.
- h) where demolition is proposed within a conservation area detailed plans for any replacement building will be required to allow consideration of whether the replacement would contribute positively to the character or will be applied to ensure construction of the approved scheme is implemented together with agreed mitigation measures appearance of the area. In cases where demolition is permitted conditions and/or legal agreements will be applied to ensure construction of the approved scheme is implemented together with agreed mitigation measures.

#### POLICY BP5 SOUTH

Proposals should plan positively to deliver the place vision by contributing and where appropriate delivering the following:

Character, Heritage and Design Strengthen local identity and character by:

- a) Conserving and enhancing heritage and cultural assets and their setting, in particular that of Neasden Temple and Harlesden Conservation Area.
- b) Positively responding to the predominantly low-rise character of the area, enhancing the local setting and having a comfortable relationship with adjacent areas, while providing a dense development pattern.

#### **The London Plan (March 2021)**

In March 2021 the Mayor adopted The London Plan. This is operative as the Mayor's spatial development strategy and forms part of the development plan for Greater London. Policies pertaining to heritage include the following:

##### Policy HC1 Heritage Conservation and Growth

(C) Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

##### Policy HC2 World Heritage Sites

(B) Development proposals in World Heritage Sites and their settings, including any buffer zones, should conserve, promote and enhance their Outstanding Universal Value, including the authenticity, integrity and significance of their attributes, and support their management and

protection. In particular, they should not compromise the ability to appreciate their Outstanding Universal Value, or the authenticity and integrity of their attributes.

#### Policy HC4 London View Management Framework

(A) Development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements. They should also preserve and, where possible, enhance viewers' ability to recognise and to appreciate Strategically-Important Landmarks in these views and, where appropriate, protect the silhouette of landmark elements of World Heritage Sites as seen from designated viewing places.

(B) Development in the foreground, middle ground and background of a designated view should not be intrusive, unsightly or prominent to the detriment of the view.

[see London Plan for further detail and policies. These include HC2 on Strategic and Local Views, HC3 on London Views Management Framework, HC5 on Supporting London's culture and creative industries and HC7 on Protecting Public Houses]

#### **Other Relevant Policy Documents**

*Historic England: Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 (Second edition) 2019*  
*Historic England: Understanding Place: Historic Area Assessments (2017)*  
*Historic England: Valuing Places: Good practice in Conservation Area (2011)*  
*Historic England: Conservation Principles and Assessment (2008)*



