

# Kensal Rise Conservation Area

## Character Appraisal



REV3

10.2024

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# 1 INTRODUCTION

# Introduction

## Purpose of this document

- 1.1 The London Borough of Brent has undertaken a review of its conservation area boundaries as well as assessing for additional new areas that might merit designation.
- 1.2 It is a statutory requirement under Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which directs local planning authorities must review their conservation areas from time to time. A review was also recommended by Brent's Historic Environment Place-making Strategy, May 2019.
- 1.3 The conservation of the historic environment is the process of managing the inevitable changes that will take place to an area in a way which best sustains its historic value for the present and future generations as well as for regeneration and place-making. Without an understanding of what are sometimes subtle qualities of an area, its local distinctiveness and character may be easily lost. The assessment and identification of Brent's heritage for conservation areas is undertaken by the use of character appraisals.
- 1.4 Conservation area character appraisals identify and describe features which contribute to the special architectural or historic interest of a conservation area.
- 1.5 On 28 May 2024, Brent Council's Cabinet Committee adopted this Character Appraisal as a Supplementary Planning Document (SPD). As such it is a material planning consideration in the determination of future planning decisions.

# Introduction

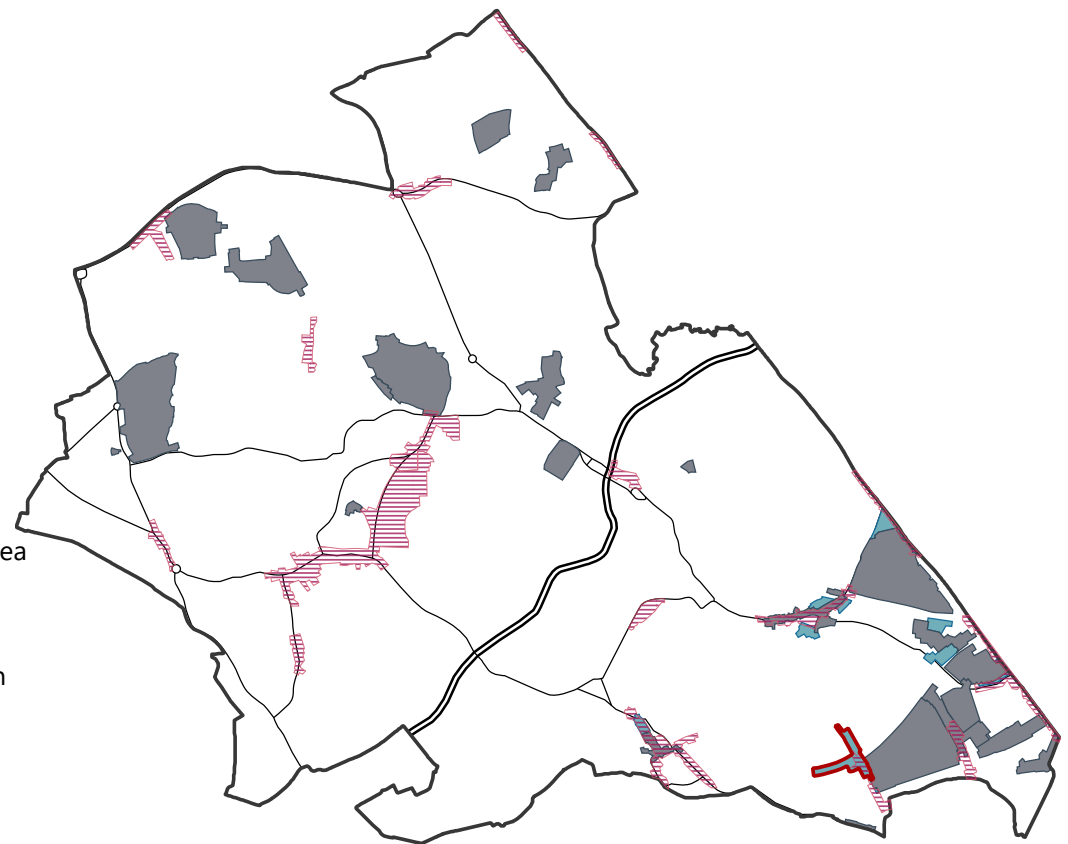
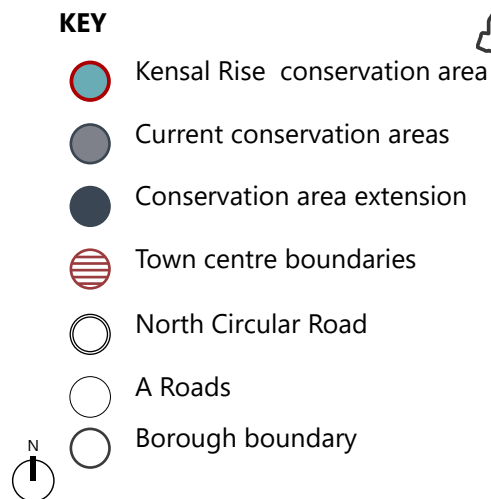
## Why is a conservation area being considered in Kensal Rise?

1.6 After 1888, when the surrender of a farm lease allowed construction north of the L&NWR line, All Souls' College began to exploit its lands more systematically. For example, it built Chamberlayne Road, which connected Kensal with Willesden Green and eventually boasted a shopping centre as well as some light industry. This new area of development was given the name of Kensal Rise.

1.7 Many of the houses were built by Charles Langler and Charles Pinkham. Their most noteworthy houses are those in Clifford Gardens (about 1897), the façades of which are decorated with quaint and curious pargetting scenes.

1.8 The development led to the creation of churches and schools to cater for the growing population. St. Martin's Church, Kensal Rise, opened in 1899, while numerous schools opened between 1877 and 1913. Kensal Rise is very well-preserved and the area little changed. For these reasons it is being considered for conservation area status.

1.9 It was also recommended in Brent's Historic Environment Place-making Strategy 2019.



**Figure 1: Conservation Area designations in borough context**

# Introduction

## What is a conservation area?

- 1.10 Conservation areas were first introduced into legislation under the Civic Amenities Act of 1967 to protect the wider historic environment. Section 69 Planning (Listed Buildings and Conservation Areas) Act 1990 defines a conservation area as an 'area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance'.
- 1.11 However, the National Planning Policy Framework (NPPF) explains that 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.
- 1.12 Conservation area designation therefore needs to be carefully considered. It is the protection of the intactness, quality and special interest of the neighbourhood or area as a whole that is intended, rather than specific buildings.
- 1.13 For example, the characteristic building design and materials of the area, the mix of different uses, and the design of shopfronts may all be taken into account when deciding whether an area has a particular special architectural or historic interest. It also includes the street layout, boundaries, vistas and viewpoints, trees and green features.
- 1.14 Conservation areas foster local identity, involve communities in their management, enable a broad view of what heritage can mean in a diverse society, and can be catalysts for social and economic regeneration. They are extensively recognised for the contribution they make to our cultural inheritance, economic well-being and quality of life.

# Introduction

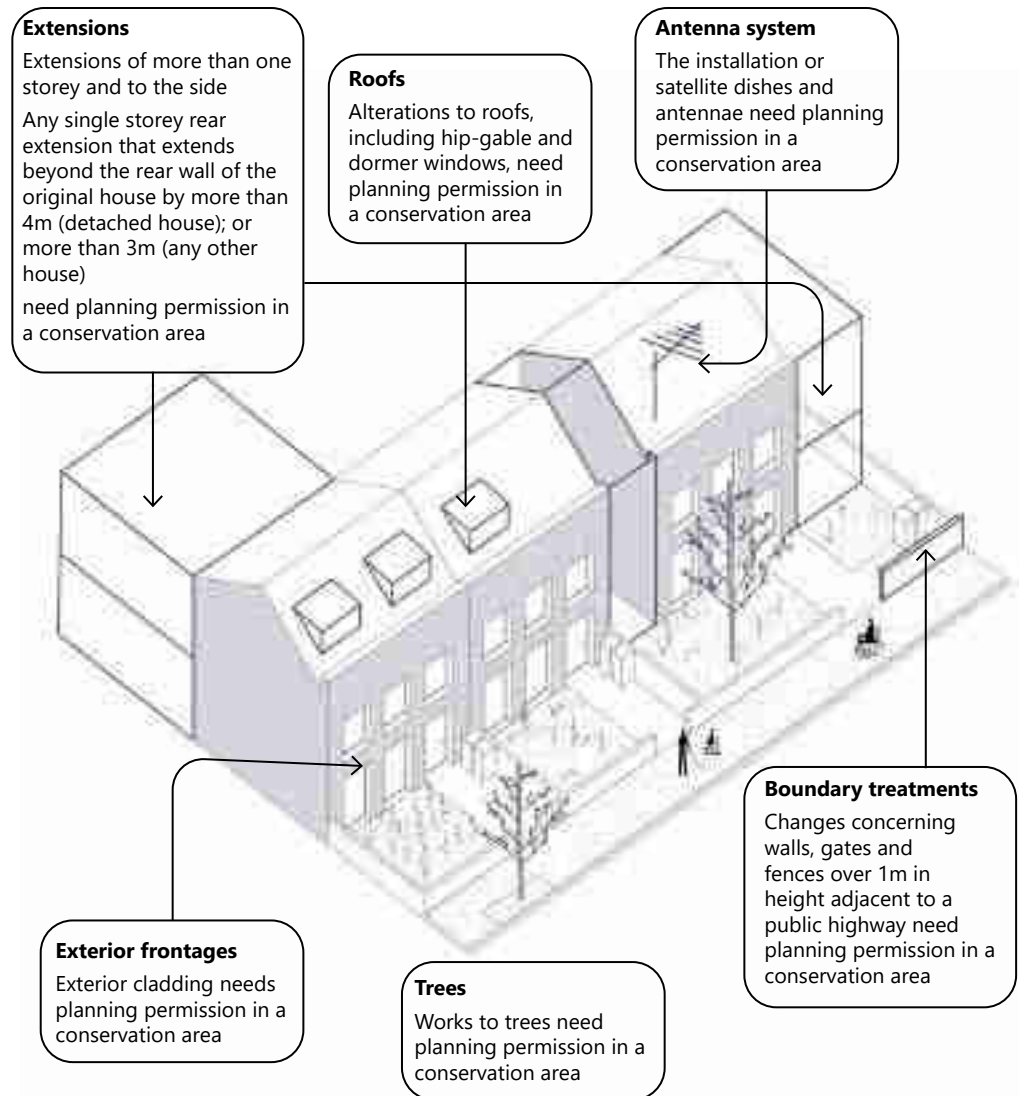
## What does it mean if your property is within a conservation area?

1.15 Designation results in greater control over the demolition of buildings and the size and design of extensions.

1.16 This means that the Council gains additional planning control compared with areas that are not designated which, in turn, allows for the greater retention of characteristics and features that make a place special and unique.

1.17 Therefore, the following works need planning permission in a conservation area:

- cladding the exterior of a house;
- any side extensions or rear extensions of more than one storey;
- any single storey rear extension that extends beyond the rear wall of the original house by more than 4m if a detached house; or more than 3m for any other house.
- alterations to roofs, including hip-gable and dormers;
- the installation or satellite dishes and antennae;
- demolition or erection of walls, gates and fences over 1m in



**Figure 2: Conservation area designation can protect and positively influence the property features included in the above diagram**



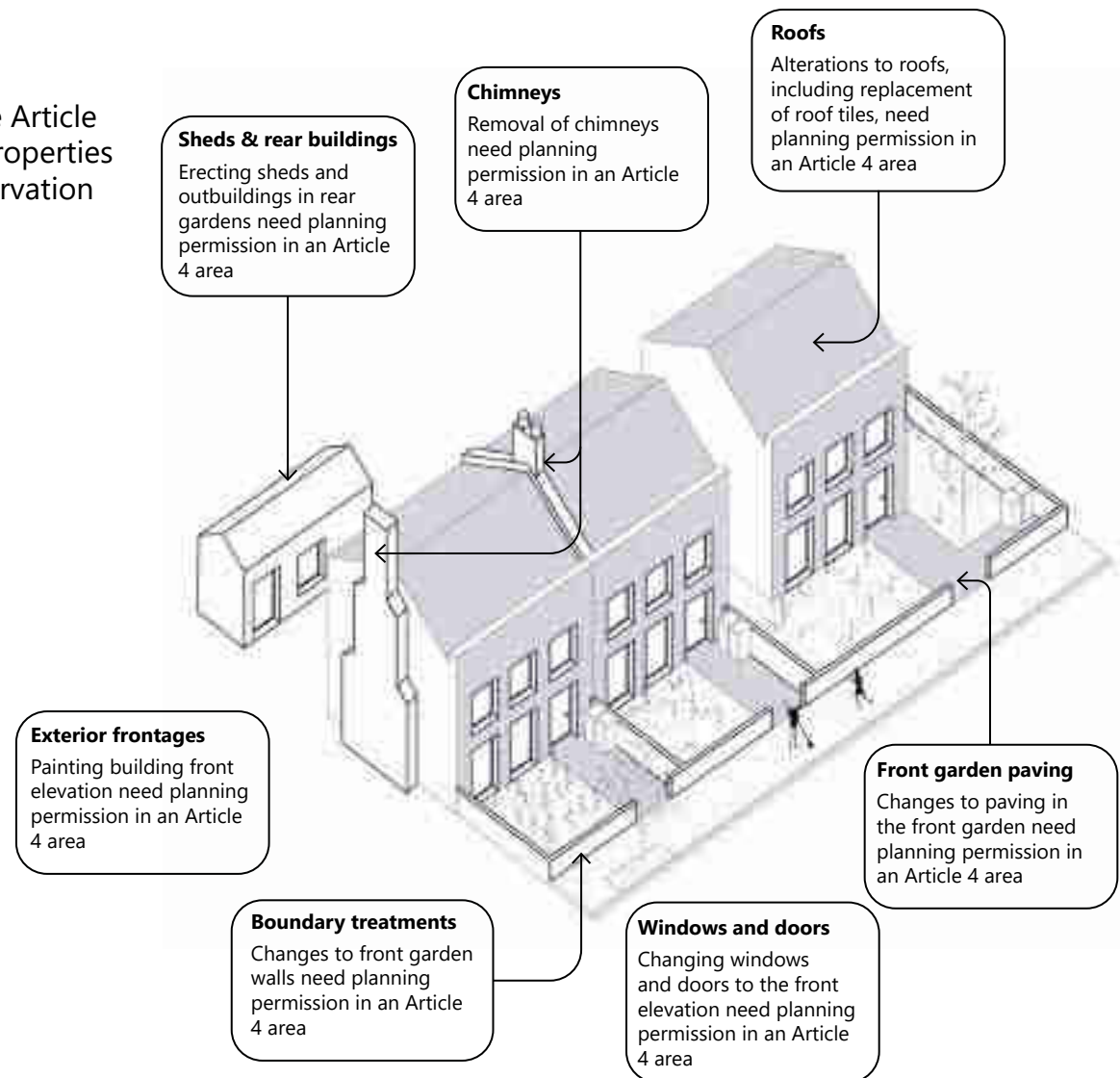
# Introduction

## Article 4 Directions

1.18 An Article 4 Direction is a special control which gives extra protection to a conservation area by removing some of the owner's permitted development rights. In addition to the works on page 8, these include works such as:

- changing windows and doors to the front elevation;
- painting the front of the house;
- paving over the front garden;
- removing or building front garden walls;
- replacement roof tiles;
- removal of chimneys; and
- erecting sheds and outbuildings in rear gardens.

1.19 The Council will serve Article 4 Directions on the properties within the new Conservation Area.



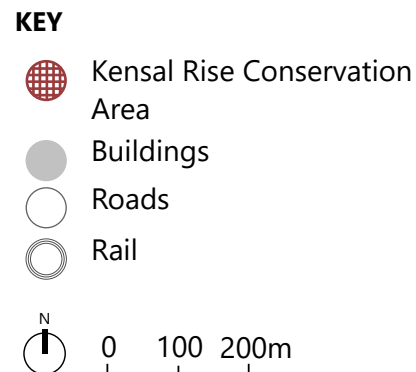
**Figure 3: Diagram showing property features that may be affected by Article 4 Directions**

## 2 KENSAL RISE CONSERVATION AREA

# Kensal Rise Conservation Area

## Location and context

- 1.20 Kensal Rise is situated within the southeast boundary of the Borough and developed on land beyond the slopes above Kensal Green.
- 1.21 Construction in the area began after the opening of Kensal Rise station in 1873, then known as Kensal Green.
- 1.22 The late Victorian suburb was built on land belonging to All Souls College, Oxford. It built Chamberlayne Road, which connected Kensal with Willesden Green and eventually boasted a small shopping district and centre as well as some light industry. This new area of development was given the name of Kensal Rise.



**Figure 4: Location plan of Kensal Rise Conservation Area boundary**

# Kensal Rise Conservation Area

## What is significant about Kensal Rise?

- 1.23 The Kensal Rise Conservation Area is a well defined and consistent mixed use commercial and shopping centre. The shop frontages and the upper levels are well presented and display attractive architectural detailing including decorative stone lintels, gables and string courses. Chamberlayne Road has commercial, retail and eating establishments lining the principal road through the area.
- 1.24 Off Chamberlayne Road and on its periphery are attractive Victorian and Edwardian terraces. The properties in Kensal Rise are of a relatively consistent scale, form and massing but are varied in terms of architectural detailing and composition [Figure 5].
- 1.25 Nevertheless, there is a consistency of architectural form and construction which comes from the very short development period and the limited number of builders.
- 1.26 The development led to the creation of churches, schools and libraries to cater for the growing population. St. Martin's Church, Kensal Rise, opened in 1899, while numerous schools opened between 1877 and 1913.
- 1.27 The area is distinguished, with Kensal Rise Station together with the Station Terrace public realm at its heart. It is dominated by the continuous parades of pretty Victorian shops which align and crowd Chamberlayne Road. It is also punctuated at its centre by a group of large street trees that provide a verdant relief to its built townscape.



**Figure 5: 63-65 Chamberlayne Road**



# Kensal Rise Conservation Area

## Kensal Rise historical development

1.28 The 'Village Green' of Kensal Green was a strip of common land alongside the Harrow Road, running west from Kilburn Lane, up to where Wakeman Road begins today.

1.29 The small settlement around the green was surrounded by farm land and market gardens, providing meat, milk, vegetables and fruit for the City of London. Hay for the horses of London was also an important crop.

1.30 The area is first called Kensal Green in 1550. The name 'Kensal' had its origins in 'Kingisholt' ('The King's Wood') recorded in 1253.

1.31 Following enclosure in 1823 (which allowed farmers to fence off farms and claim common land), the green was divided up into small plots.

By 1829, cottages were built on these plots which local tradespeople bought, and rented out to the poor.

1.32 The beginning of the 19th century brought industry and job opportunities to Kensal Green, including the building of the Paddington arm of the Grand Junction Canal (1801), All Souls' Cemetery (1833) and the London to Birmingham Railway (1837) and the Hampstead Junction Railway (1860).

### KEY



Kensal Rise Conservation Area boundary

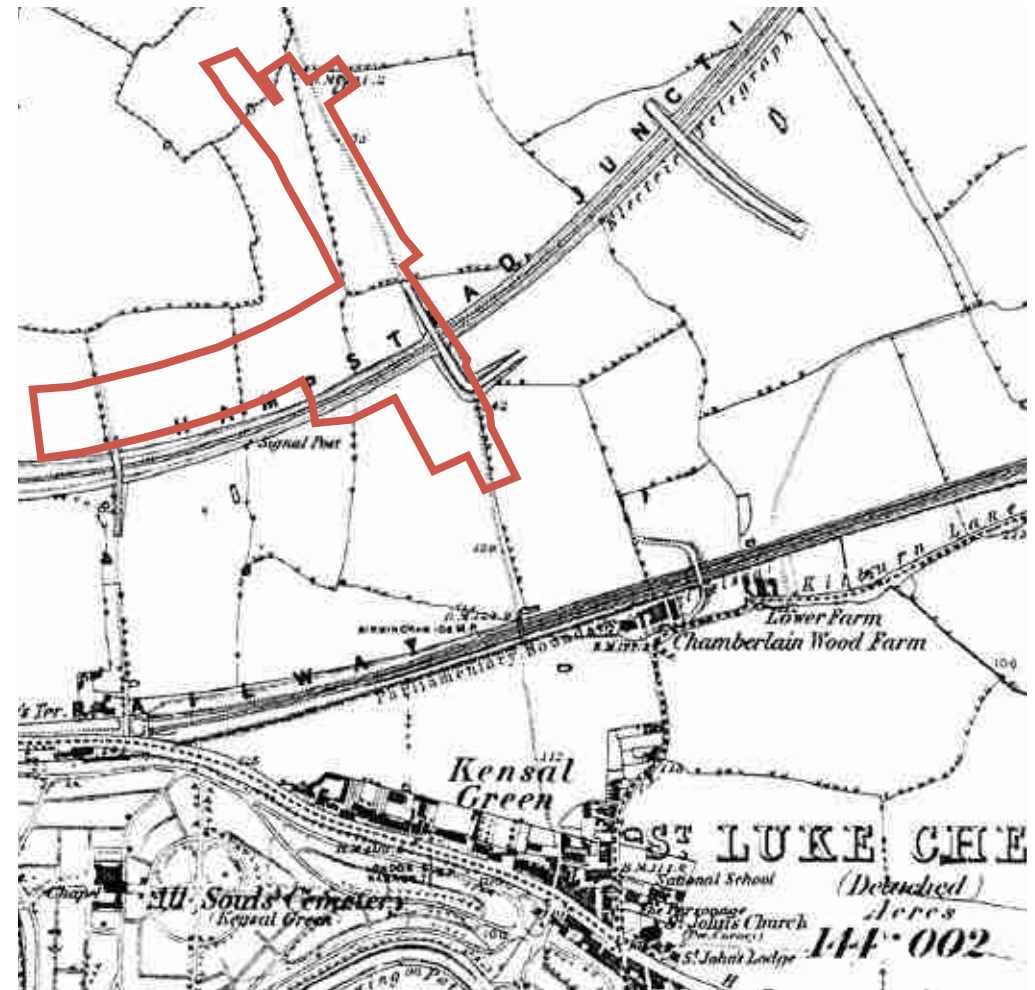


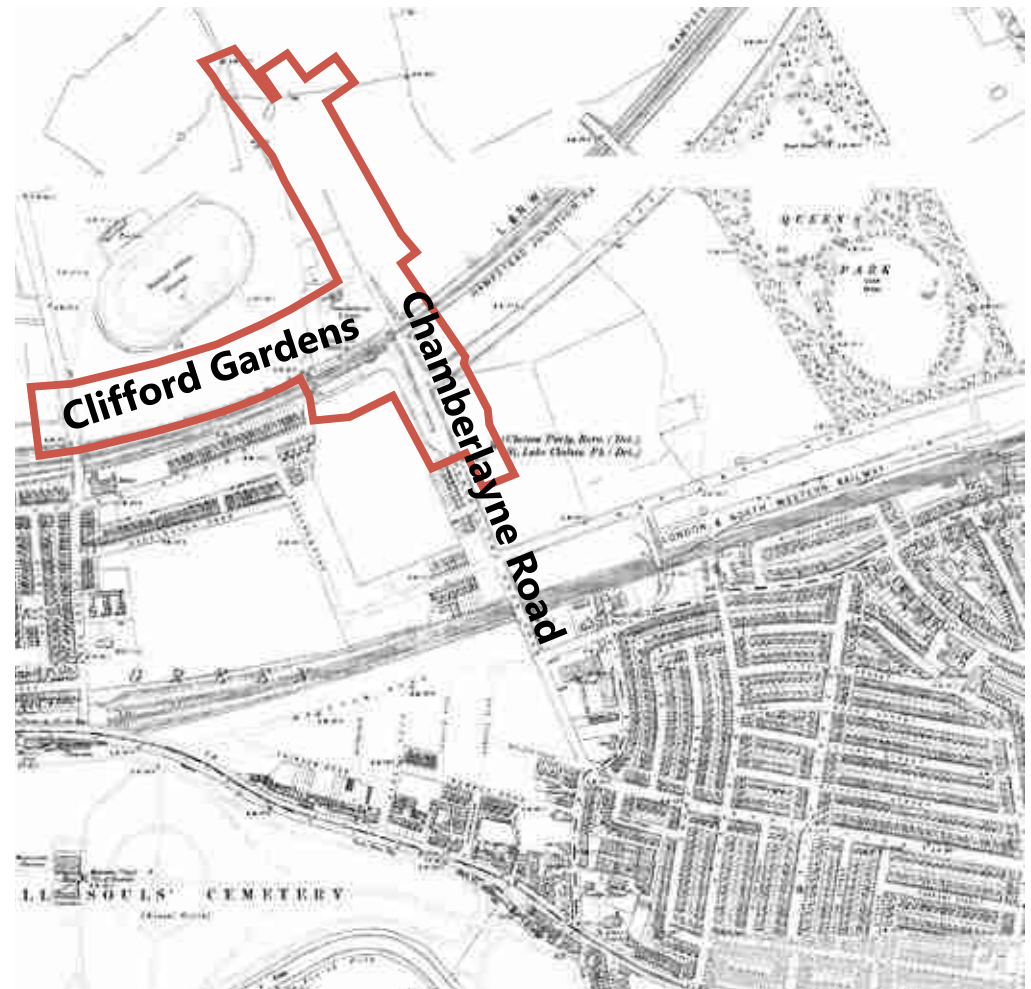
Figure 6: OS Map 1874. Kensal Rise was formally farm land

## Kensal Rise Conservation Area

- 1.33 There was no road northwards until 1893, only footpaths across the fields of Chamberlain's Wood, (land owned by St.Paul's Cathedral) up to Willesden Green. Local farms, with farmhouses facing onto Kilburn Lane, had been cut off from their fields by the London to Birmingham Railway in 1837.
- 1.34 St. Pauls Commissioners made plans to use the whole slope of Chamberlain's Wood for building, and farmers were persuaded to surrender their farming leases.
- 1.35 Banister's Farm, the nearest to Kensal Green, was released for building in 1888. All Souls' College also contributed by buying five and a half acres from St.Pauls, for the purpose of building Chamberlayne Road from Kensal Green
- to Willesden Green. This started in 1893, and reached as far north as the Railway Station on the Hampstead Junction Railway, by 1895. Chamberlayne Road thus became a busy thoroughfare and shopping district known as the 'Central Exchange'.
- 1.36 A station was constructed beside the railway in 1873 called Kensal Green. It was built for the Hampstead Junction Railway which was a railway line that opened in 1860. It connected the existing North London Railway at Camden with the North and South Western Junction Railway. Kensal Green Station was renamed Kensal Rise in 1890.

### KEY

-  Kensal Rise Conservation Area boundary



**Figure 7: 1896 OS Map. Chamberlayne Road reached Hampstead Junction Railway by 1895**

## Kensal Rise Conservation Area

- 1.37 People could also travel from Kensal Rise into London on horse-drawn omnibuses. Station Road has been a bus terminus since the days of horse-buses to London Bridge. The first buses began in 1911 and it is still a major hub.
- 1.38 Chamberlayne Road had to be taken over the railway tracks on a large embankment, with a station entrance at the top of the hill, and another at rail level in Station Road around the corner.
- 1.39 Improved public transport encouraged development. Between 1861 and 1871, Kensal's population quadrupled from 675 to 2,138, and the number of houses more than doubled.
- 1.40 The Victorian suburb developed with high quality terraced houses mainly by builder Charles Pinkham, who continued working until the streets of Kensal Rise were finished. The area also developed with high architectural quality public buildings include churches, schools, clubs and Kensal Rise Library [Figure 8].



**Figure 8: Kensal Rise Library**

### 3 KENSAL RISE CONSERVATION AREA: SUMMARY OF SPECIAL INTEREST



# Kensal Rise Conservation Area: Summary of Special Interest

## Background

- 1.41 This section summarises the 'special historic interest' of the Kensal Rise Conservation Area as defined by Historic England's Understanding Place: Conservation Area Designation, Appraisal and Management guidance document (2019).
- 1.42 Brent Historic Environment Place-making Strategy May 2019 evidences that Kensal Rise is very well-preserved and the area little changed [figure 9 and 10]. For these reasons it should be considered for conservation area status.
- 1.43 An initial site visit was undertaken on 15 July 2021 with Queen's Park Residents' Association (QPARA) but previous visits were undertaken to assess the area throughout 2018 and 2019 in preparation for the Historic Environment Place-making Strategy.
- 1.44 A visual survey has been undertaken by the Heritage Officer. Undertaking a visual survey of the conservation area is a fundamental part of understanding those elements of character or appearance that are desirable to preserve or enhance.
- 1.45 This has determined what contributes positively to its character or appearance (and in particular how these features are connected with the area's special interest) and what detracts from it or presents an opportunity for enhancement.



**Figure 9: Station Terrace public realm c1900s**



**Figure 10: Station Terrace public realm now**

# Kensal Rise Conservation Area: Summary of Special Interest

1.46 The following map diagram indicates properties that are mentioned in this appraisal. The map diagram should aid the reader to locate the buildings in the area and should be read in conjunction with the appraisal text.

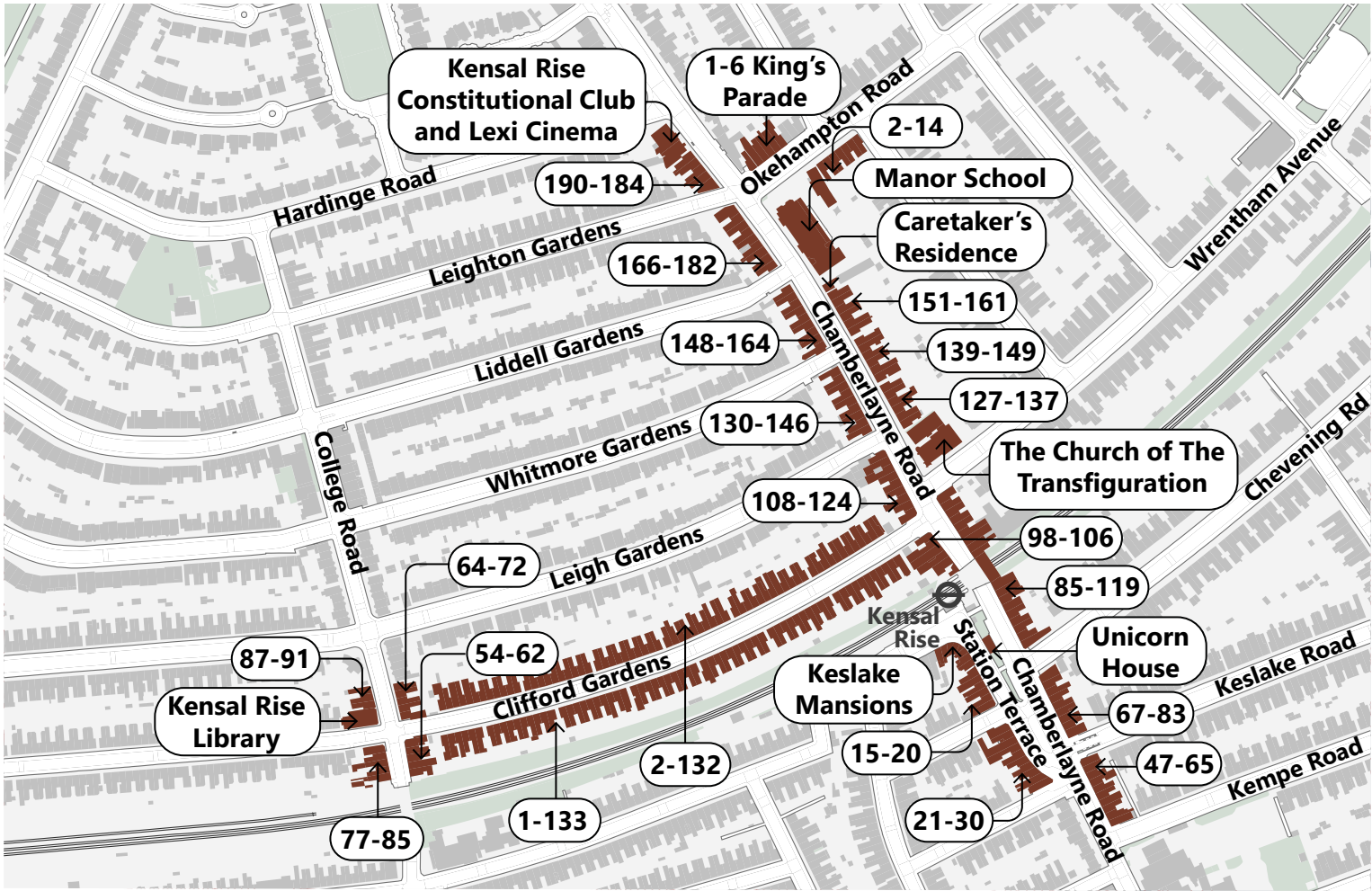
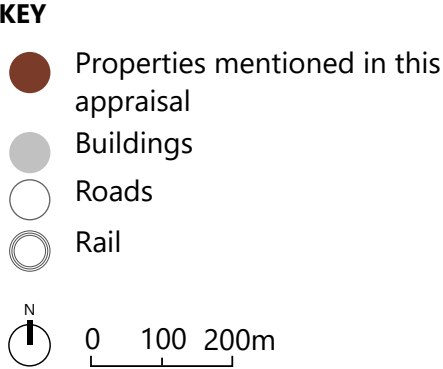


Figure 11: Map diagram locating properties that are mentioned in this appraisal

# Kensal Rise Conservation Area: Summary of Special Interest

## Appraisal: Chamberlayne Road

- 1.47 Chamberlayne Road was started to be laid out in 1893, and reached as far north as the Railway Station on the Hampstead Junction Railway, by 1895. As Kensal Rise developed it included the necessary features of a good town including shops, offices and churches.
- 1.48 47-65, 67-83 and 85-101 (odd) Chamberlayne Road [Figure 18] are similarly designed shopping parades with residential accommodation at upper levels. They were built by E A Warfield, Ernest Harvey and W Glanville.
- 1.49 The parades feature short ranges of late 19th century red brick buildings in Flemish style. They consist of three main storeys; roof line broken by stepped and shaped Flemish gables of different designs to the centre bays. Another feature is the flanking corner turreted bay windows which have pyramidal slated roofs, crowned with a cast iron finial [Figure 12].
- 1.50 The shopfronts were designed with red glazed bullnosed brick pilasters with plain capitals and ribbed projecting corbels. Most also retain their corniced fascia seen behind later signage and timber front doors to the flats above.
- 1.51 Of particular architectural significance is the corbel decorated with thistles at No. 53 and the curved shopfront at No. 63. Number 83 [Figure 12], a former auctioneer and estate agent, has an impressive corner entrance with curved pediment with decorative cartouche to its tympanum. It also features a black granite plinth, paired ionic pilasters and huge central keystone.
- 1.52 The upper façades are in red brick with stone dressings. They all feature projecting string courses and the first floor windows topped with a swan neck pediment. Second floor windows have plain stone lintel. Some retain their original timber sliding sash windows which were multi-paned in the upper sash. The buildings are finished with a dentiled brick cornice, the bays divided by large projecting corbels and parapets. The central bays feature Dutch inspired gables with pinnacles and oculus windows.
- 1.53 The roofscape is generally well persevered, with natural slate pitched roofs and tall chimneys. To the rear, the two and three storey outriggers remain a prominent feature and provide a matching backdrop to the Queen's Park Estate.



**Figure 12: 83 Chamberlayne Road**



## Kensal Rise Conservation Area: Summary of Special Interest

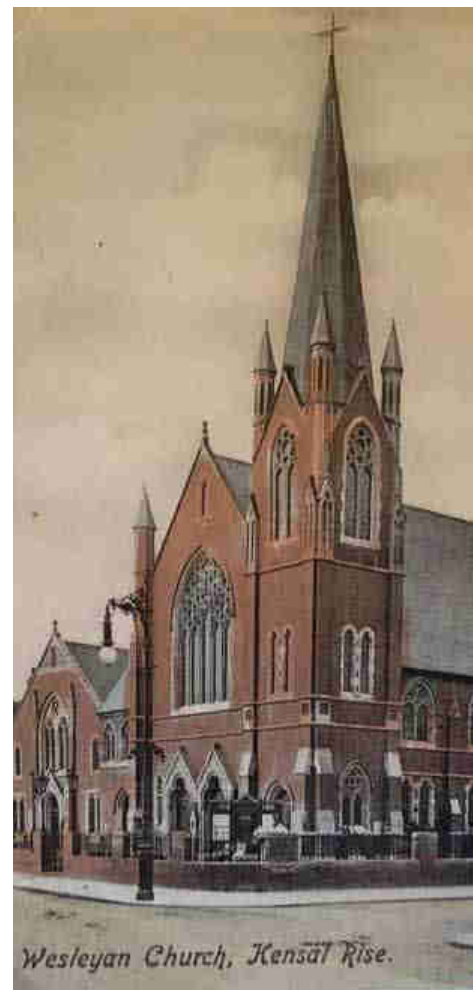
1.54 Bridge House, Chamberlayne Road, as the name suggests, was constructed on the bridge over the railway in the post-war period. It was designed in the Moderne style with a symmetrical façade around a recessed central stair tower. It features stone streamlined dressings and stone clad shopfronts (now painted). It is of a similar scale to the early parades and therefore respects the general streetscene.

1.55 103-119 (odd) Chamberlayne Road [Figure 18], is a symmetrically designed Edwardian shopping parade with residential accommodation at upper levels. It was built by E A Warfield, Ernest Harvey and W Glanville in 1912. The parade is three storeys high and was constructed in red bricks with stone dressings. The roofs are pitched and covered in slates and to the rear, paired outriggers. They are more

simply decorated than the Victorian examples, but are nevertheless, attractive in appearance. Many have also been painted or rendered to mask the soft red brick which is spalling.

1.56 The shopfronts feature brown glazed bullnosed brick pilasters with plain capitals and ribbed projecting corbels. Most also retain their corniced fascia seen behind later signage and timber front doors to the flats above.

1.57 Of particular architectural significance are the timber sliding sash windows which are multi-paned to the upper sash. An unusual original element is the pedimented panel which remains on some of the properties and can be seen above the front parapet. It was an architectural feature of this parade. The corner is canted, reflecting the general design and plan form of these parades.



**Figure 13: The Church of The Transfiguration built in 1899**



**Figure 14: The church today**

## Kensal Rise Conservation Area: Summary of Special Interest

1.58 The Catholic Church of The Transfiguration [Figure 13 and 14] was built as a Presbyterian church by W G Morley 1899 in the decorative Gothic Revival style.

1.59 It was constructed in red brick and bath stone with tower and spire on one side. It is tremendously decorative with tracery, stained glass and pinnacles. It is a landmark building in the area and provides a positive contribution. Alongside, a former school in the same style, now a Methodist Church. These buildings form an attractive group.

1.60 130-192 (even) and 127-161 (odd) Chamberlayne Road [Figure 15], are rows of terraced houses. They were constructed by Langer and Pinkam. The builders had been working on the Queen's Park Estate and are identical to those seen in Harvist Road within the Queen's Park Conservation Area.

1.61 Although similar properties can be seen in the neighbouring streets such as Crediton Road, these have not been altered with large roof extensions.

1.62 The houses are substantial late Victorian properties with extremely well designed and executed detailing. The quality of composition, intactness and detailing means they have architectural features that set them apart from other such properties seen locally.



**Figure 15: Residential properties on Chamberlayne Road**

## Kensal Rise Conservation Area: Summary of Special Interest

1.63 The houses were built in brown brick with red brick dressings and designed in pairs symmetrically around the party wall [Figure 15]. The individual terraces have a two bay rhythm of projecting ground floor bay windows that continues up to the first floor bay which is topped with an individual gabled roof with decorative wooden half-timbering and bargeboard roof top. The party walls break forward of the eaves and are supported on stone brackets decorated with an Acanthus leaf. The robust chimneys still retain their clay pots. The pitched roofs are covered in natural Welsh slate which extend through to wide outriggers to the rear.

1.64 All openings are dressed with stone sills, jambs and heads. These properties are characterised by classically influenced dressings to the

window and door entablature including foliated capitals and dentils. The upper sash windows are divided by glazing bars in a special four over two with individual paned design.

1.65 The Lexi Cinema and the Constitutional Club [Figure 16] were constructed for the Kensal Rise Conservative Club. It was affiliated to the Association of Conservative Clubs, founded in 1909.

1.66 The buildings were designed by Charles Pinkham and opened on the corner of Hardinge Road in 1927, one of the last streets in Kensal Rise to be completed. The main meeting room in the club (now the Lexi Cinema) was named Pinkham Hall, in honour of Pinkham. It also serves as a small landmark in the road.



**Figure 16: Lexi Cinema, 194 Salusbury Road**



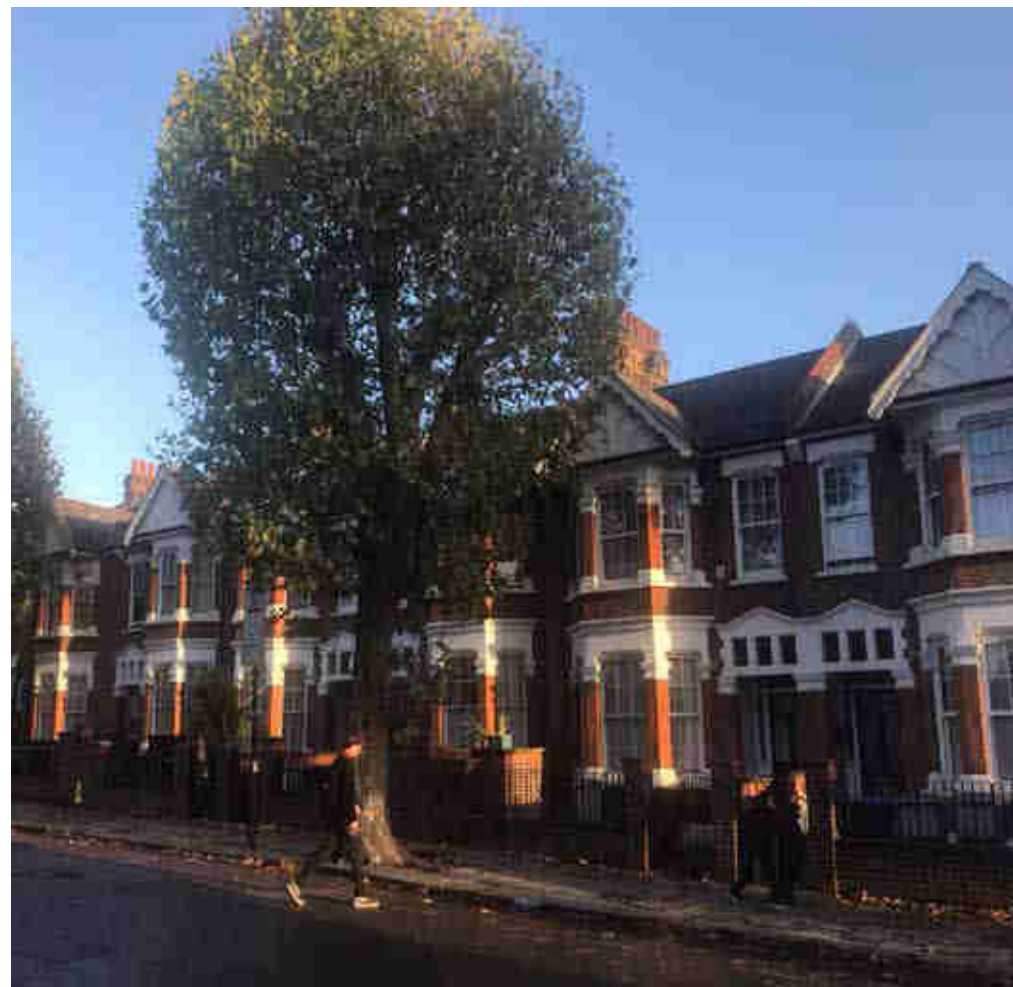
## Kensal Rise Conservation Area: Summary of Special Interest

1.67 The Constitutional Club was designed in a Georgian manner and constructed in red brick with orange brick arches and brick quoining to the corners. A symmetrical entrance block with large projecting porch and tall chimney is a feature. The building has a large setback return to Hardinge Road, with tall chimney and multi-paned sash windows. The roof is flared over the projecting mutated eaves.

1.68 The Lexi Cinema has a matching brick gabled façade facing Chamberlayne Road. It also features a matching brick porch in front of a Diocletian window. There is attractive tilework patterning to the gable.

1.69 Manor School, Chamberlayne Road, was constructed in 1902 for the Willesden School Board. It was designed by G E T Laurence, the inhouse architect. The building has an attractive symmetrical yellow terracotta-trimmed three storey front with shaped gables and dormers. It is complete, with all its outbuildings, caretaker's residence, railings, walls and cupola. Despite a minor extension, it remains a terrific ensemble and a landmark building within the street.

1.70 Opposite, the row of shops, 1-6 King's Parade, date from the Edwardian period, but have been too altered with the loss of the corner turret to merit designation.



**Figure 17: 2-14 Okehampton Road**

## Kensal Rise Conservation Area: Summary of Special Interest

- 1.71 Behind, 2-14 (even) Okehampton Road [Figure 17], is a small unaltered Victorian terrace constructed by E C Lorden to the designs of architect Trent Brown & Humphreys. The builders had been working on the Queen's Park Estate and these properties were built at the same time.
- 1.72 The houses are substantial late Victorian properties with extremely well designed and executed construction detailing. All have multi-paned timber sash windows, original timber panelled front doors and organic half-timbering to the gables. Other properties in this street are too altered with large roof dormers to be considered for inclusion.
- 1.73 108-124 (even) Chamberlayne Road [Figure 21], is a symmetrically designed Edwardian shopping parade with residential accommodation at upper levels. The parade was designed by Ernest Harvey.
- 1.74 It is three storeys high and was constructed in red bricks with stone dressings and string courses. The parade features an attractive nine bay composition divided by pilasters. The central bay (above the retail unit) features a double height canted bay window topped with a segmental Dutch gable. The intermediate bays have segmental pediments as a parapet feature and the flanking canted end bays have a swan-neck with stepped base pediment. The roofs are pitched and covered in slates and to the rear, paired outriggers.



**Figure 18: 98-106 Chamberlayne Road**



## Kensal Rise Conservation Area: Summary of Special Interest

1.75 The shopfronts feature lime green glazed bullnosed brick pilasters with plain capitals and ribbed projecting corbels. Most also retain their corniced fascia seen behind later signage and timber front doors to the flats. Of particular architectural significance are the timber casement windows which are multi-paned to the upper casement. The flanking properties have canted corners, reflecting the generic design and plan form of these shopping parades.

1.76 98-106 Chamberlayne Road [figure 18] was developed by Langler & Pinkham. This is another symmetrically designed Edwardian shopping parade with residential accommodation at upper levels, designed by Ernest Harvey. The parade is

three storeys high and was constructed in red bricks with stone dressings and string courses. The roofs are pitched and covered in slates and to the rear, paired outriggers. This terraced group is a simple five bay composition divided by pilasters.

1.77 These shopfronts feature brown glazed bullnosed brick pilasters with plain capitals and ribbed projecting corbels. Simple sign fascias. Of particular architectural significance are the timber sash windows which are multi-paned to the upper sash. Number 106 has a canted corner, reflecting the general design of the area and the unit on the other side of the road.



**Figure 19: Kensal Rise Station**

## Kensal Rise Conservation Area: Summary of Special Interest

- 1.78 Kensal Rise Underground Station [figure 19] opened in 1873 as Kensal Green, replacing Kensal Green & Harlesden railway station which opened in 1861 at the crossing of Green Lane (later Wrotesley Road). It was renamed Kensal Rise in 1890.
- 1.79 The station was originally constructed at platform level, with the entrance on Station Road. By 1911, two bridge level entrances had been added and the footbridge remodelled. All that remains today is the footbridge and righthand side former ticket office. It is now served by London Overground.
- 1.80 The little Edwardian ticket office is rather attractive in bullnosed red bricks with stone dressings. Symmetrical façade (fenestration now altered) with projecting stone cornice and blocking course rising to a pediment. Adjoining, Edwardian bridge originally in red brick on engineering brick plinth, now rendered. It originally had flanking gabled entrances, the left now infilled.

Kensal Rise Conservation Area: Summary of Special Interest



119-103

119-85



83-67

Keslake Road

65-47

Figure 20: Panorama of 47-119 Chamberlayne Road



— Kensal Rise Underground Station — 98-106 — Clifford Gardens — 108-124 — Leigh Gardens

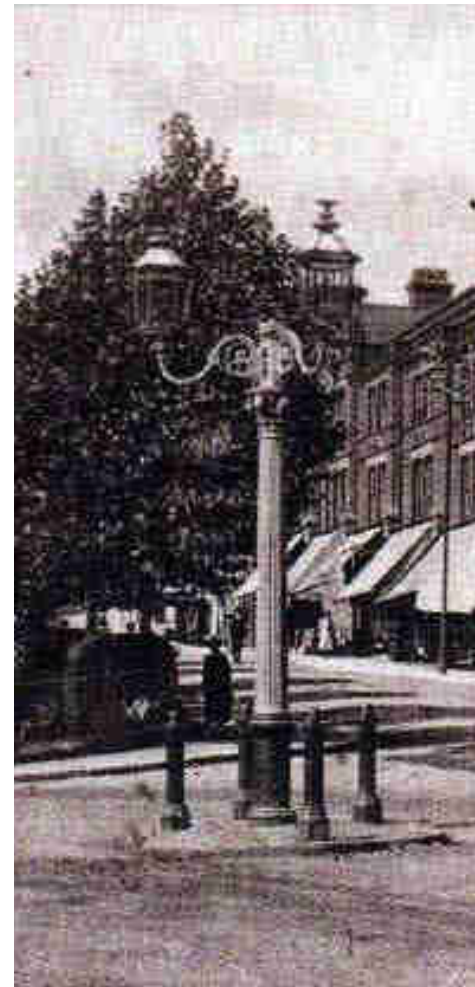
**Figure 21: Panorama of 98-124 Chamberlayne Road**



# Kensal Rise Conservation Area: Summary of Special Interest

## Appraisal: Station Terrace

- 1.81 The triangular area of land alongside Station Terrace is public realm that is deemed the heart of Kensal Rise.
- 1.82 It was originally a landscaped sloped embankment, which helped conceal the different street levels. It is a prominent feature in all of the old illustrations of Kensal Rise.
- 1.83 The substantial trees a foil to the solid brick and masonry. There has always been stepped access down to the station with red brick piers and railings [Figure 25].
- 1.84 The highly decorative, cast iron, three armed lamp column [Figures 22 and 23] is one of the last surviving examples of Victorian street furniture in Brent. The Corinthian ribbed column was made by Stevens Bros
- of Glasgow and erected in the Late Victorian Period potentially between 1898 and 1900 and originally lit by gas. The lightweight glass pavilion, now Gail's, was constructed in 2005.
- 1.85 Keslake Mansions, 1-7 Station Terrace [Figure 24], was built by William Herbert Stone between 1898 and 1900. It skilfully addresses the corner location with a canted stair tower and polygonal slate roof. Two gabled wings break forward of the tower providing a curved L-shaped plan form.
- 1.86 It features highly attractive multi-paned sash windows to the residential accommodation at upper levels with pretty stained glass. It is very well preserved and contributes positively to the streetscene.



**Figure 22: Lampost on Chamberlayne Wood Road c1906**



**Figure 23: The same Impost on Chamberlayne Road today**

## Kensal Rise Conservation Area: Summary of Special Interest

1.87 The shopping parade is three storeys high and was constructed in red bricks with stone dressings and string courses. The bays are divided by brick pilasters that terminate with projecting corbels at the eaves. A brick dentiled cornice at the eaves is repeated in the raking cornice to the gables which also feature a manorial panel at their centre. The roofs are pitched and covered in slates and to the rear, two small outriggers.

1.88 The shopfronts are divided by stuccoed ribbed pilasters with plain ribbed capitals (now painted). Most also retain their corniced fascia seen behind later signage.

1.89 The row of shops, 1-14 (consec) Station Terrace, have attractive dentiled eaves detailing. These properties have been altered with inappropriate windows, but

many retain their original timber shopfronts. The bold ribbed pilasters, cornice and corbels provide an attractive continuous rhythm in the streetscene.

1.90 15-20 (consec) Station Terrace [Figure 26] was constructed around 1899 as a modest row of houses with a shop on the corner with Dagmar Gardens. The terrace was built by William Herbert Stone, who developed Station Terrace (originally called Station Road).

1.91 These properties formerly featured canted bay windows to the ground floor and tripartite sash windows at first. They were constructed in London stock brick with red brick quoins and stone dressings as well as foliated capitals (now painted). At the eaves, they feature attractive dentil detailing and Acanthus corbelling.



**Figure 24: 1-7 Keslake Mansions**



**Figure 25: 21-27 Station Terrace shops**

## Kensal Rise Conservation Area: Summary of Special Interest

- 1.92 All but number 18 has been adapted with the insertion of a shopfront at the ground floor, most with the loss of their original front courtyard. To the rear, large pitched and gabled roofed outriggers are a characteristic. The corner shop has a canted façade reflecting the generic design and plan form of these shopping parades. Its decorated ribbed pilasters and foliated capitals survive as well as the neat fascia and cornice.
- 1.93 21-27 (consec) Station Terrace [Figure 27] is a regularly designed Edwardian shopping parade with residential accommodation at upper levels. It is three storeys high and was constructed in red bricks with stone dressings and string courses. It is roofed in slates and to the rear, paired outriggers. As elsewhere, there is a canted corner to Dagmar Gardens.
- 1.94 The parade is an attractive even bay slightly curving composition divided by plain brick pilasters and stepped corbelling at the eaves. The bold stone window surrounds feature plain capitals and a projecting cornice. Also at the eaves, a stone dentiled cornice.
- 1.95 The shopfronts feature ribbed stone pilasters with plain capitals and ribbed projecting corbels. Most also retain their corniced fascia seen behind later signage. The terrace contributes positively to the area despite the loss of its original windows and later shopfronts.



**Figure 26: 15-20 Station Terrace**



## Kensal Rise Conservation Area: Summary of Special Interest

- 1.96 28-30 Station Terrace [Figures 27 and 28] are stepped in planform arrangement. Number 28 is similar in design to 21-27 Station Terrace but rather more decorative. The stone window surrounds have foliated capitals and a dentiled string course acts as their cornice. It also has foliated stone feature panels at second floor levels. The shopfront has ribbed stone pilasters with foliated capitals and ribbed projecting corbels as well as a thick cornice to the fascia.
- 1.97 Numbers 29 and 30 Station Terrace date to 1898 and 1900 and are in a vague Queen Anne style. They are three storeys and provide a bookend to the rest of the shopping parade. They feature tall chimneys, projecting plain eaves cornice, huge curved eaves brackets and state roofs.
- 1.98 Their façades are in orange brick but the fenestration is treated as a central panel with pebbledash between the upper and lower windows.
- 1.99 The first floor level features tripartite windows with a curved central window and keystone. There are paired windows with projecting architraves at first floor. Modern shopfronts project out at ground floor.
- 1.100 Number 30 returns boldly to Bolton Road in the same style and design but the central fenestration is flanked by two projecting chimney stacks. Attractive original entrance way and door to the side to access the flats. The view to the rear of these properties with the array of outriggers and huge chimney stacks with their red brick stepped corbelling contributes to their significance.



**Figure 27: 28 Station Terrace**



# Kensal Rise Conservation Area: Summary of Special Interest

## Appraisal: Clifford Gardens

1.101 1-133 (odd) and 2-132 (even) Clifford Gardens, was constructed on the site of the National Athletic Grounds. It is considered the best surviving residential street off the main high street, Chamberlayne Road [Figure 29].

1.102 These properties are unique in Brent in that the whole street features highly decorative pargeting in an array of plaster relief to the gables [Figure 30].

1.103 The properties were built by Charles Langler and Charles Pinkham in 1896 using local craftsmen skilled in the technique of pargeting [Figure 28]. The plasterwork ornamentation ranges from simple geometric surface patterning to exuberant sculptural relief of figures, manorial coats of arms, flowers, trees, buildings, animals, sea monsters and putto. Pargeting is a very thin layer, applied direct onto masonry behind.

1.104 The properties on Clifford Gardens were designed in a semi-detached manner but are all joined together in terraces of twelve. They were constructed in London stock brick with red brick dressings, brick swag panels and brick arches. The elevation features double height bays, topped with a gable front with dentiled cornice.

1.105 The original fenestration was timber sash windows, but rather unconventionally, the upper sash is half the size of the lower sash. The meeting rail is covered two-thirds up by a continuous projecting drip rail. The original glazed and panelled timber front doors are seen throughout the Queen's Park Estate. Some retain their original stained and coloured glass, often with the house number picked out in the fanlight.



**Figure 28: Houses on Clifford Gardens**

## Kensal Rise Conservation Area: Summary of Special Interest

1.106 Between the bay windows, at first floor, a small balcony. Two designs feature: either the balcony is supported by a brick arch with a brick balustrade or a curved stone bracket with pulvinated metal scrolled railings.

1.107 The roofs have a dentiled cornice and projecting corbel topped with terracotta ball terminal. The roofs were covered in Welsh slate between stepped chimneys. The rear elevations have long gabled outriggers.

1.108 Many of the properties still retain their black and white tessellated pathways towards the threshold. Nearly all have a brick built boundary wall, some with hedges behind. Some properties also retain their brick piers and pier caps.

1.109 Despite the loss of original fenestration and a few large dormer windows at the rear, the original architectural form and features of the properties remain intact.

1.110 These are Langler and Pinkham's most noteworthy houses when they were at the height of their construction business. The pargetting to the gables is a unique feature that sets this street apart from other roads in the area.

### Appraisal: College Road

1.111 54-72 (even) and 77-91 (odd) College Road, were all properties developed by John Peek. They form a small attractive cluster at the end of Clifford Gardens together with Kensal Rise Library [Figure 8].

1.112 54-62 (even) and 77-85 (odd) are commercial properties facing each other and were designed with shops on the ground floor. The shopfronts feature ribbed stone pilasters with plain capitals and ribbed projecting corbels [Figure 29]. Most also retain their corniced fascia seen behind later signage.

1.113 Number 77 has its original shopfront with pretty green glazed tiles to the stallriser and recessed entrance. Many of the other shopfronts are in timber and are sympathetic to the character of the building.

1.114 The premises were constructed in London stock brick with red brick and stone dressings matching the adjoining residential properties. Stone surrounds to the tripartite sash windows. The party walls project out on stepped corbelling which is topped with terracotta ball terminal. A corniced pediment is a feature at the eaves also topped with a ball terminal. The roofs were finished in slate and to the rear, long paired gabled outriggers.

1.115 64-72 (even) and 87-91 (odd) [Figure 30] are residential properties facing each other and were designed in pairs. The ground floor bay window projects out with a recessed porch formed under the remaining sloping tiled roof which extends to the party wall.



**Figure 29: Houses on Clifford Gardens in 1910**



**Figure 30: Houses on Clifford Gardens**

## Kensal Rise Conservation Area: Summary of Special Interest

1.116 The houses were constructed in London stock brick with red brick and stone dressings. Stone surrounds to the tripartite sash windows and timber multi-paned glazed doors complete the overall architectural composition. The party walls project out on stepped corbelling which is topped with terracotta ball terminal. A corniced pediment is a feature at the eaves also topped with a ball terminal. The roofs were finished in slate and to the rear, long paired gabled outriggers. Small front yards with brick walls complete the streetscene.



**Figure 31: Shops on College Road**



**Figure 32: Houses on College Road**



# Kensal Rise Conservation Area: Summary of Special Interest

## Appraisal: Kensal Rise Library

1.117 Kensal Rise Library, Bathurst Gardens is locally listed and contributes positively to the area. It is part of the historic development of Kensal Rise. All Souls College donated a site for a reading room originally to commemorate Queen Victoria's Diamond Jubilee in 1896. The opening ceremony was performed by the celebrated American author, Mark Twain (1835-1910). Done, Hunter & Co of Cricklewood were the architects chosen to design the library.

1.118 It features a double fronted, three bay, red brick and Bath stone Tudor stone mullioned design to College Road. It also features a scalloped parapetted ground floor range set forward with central canted bay window above. It is topped with large central Baroque shaped gable to sloping slate roof with

flanking hipped dormers and gabled ends featuring tall chimneys. The return façade to Bathurst Gardens is similar style and has four gables. Curved pediment over the main door, supported on Ionic pillars. Cast iron downpipes and hoppers a feature.

1.119 The first member of staff was H.H.Hubbard, an exserviceman wounded in the Boer War. An appeal was made to the Scots-American steel magnate and philanthropist, Andrew Carnegie, for funds with which to enlarge the building. He responded with a grant of £3,000 in September 1903. The design of the extension was again entrusted to Done, Hunter and Co, whose A. H. Murray Rust designed all that part of the library between the front door and College Road. This extension was officially opened by Judge Rentoul in May 1904.

1.120 Kensal Rise had a 'closed access' system. In 1922 it became the first library in the Borough of Willesden to allow the public to choose their books from the shelves. The Reading Room was enlarged in February 1928, with an extension between the original building and the first house in Bathurst Gardens. A Children's Library was established in an upstairs room in 1934, and this was decorated with murals depicting scenes from children's classics. The building was converted by Platinum Land in 2015 to provide housing on the upper levels and library on the ground floors.

## Appraisal: Surroundings

1.121 The surrounding streets have been considered for their special interest. All Souls started to review their land holdings in this part of Willesden at about the same time that the Ecclesiastical Commissioners began their expansion nearer to Queen's Park. They sold a large acreage to the United Land Company, who were very active developers in this part of London. Purves was the land agent (and Hazel the solicitor) and hence Hazel Road and Purves Road built around 1900 by Edward Vigers and other local builders.

1.122 The surrounding streets are not considered to be of significant architectural or historic merit or too altered to be included within the Kensal Rise Conservation Area.

# 5 CONCLUSION

## Conclusion

1.123 The Kensal Rise Conservation Area is well defined and consistent mixed use commercial and shopping centre. The shop frontages and the upper levels are well presented and are of high quality architectural detailing.

1.124 The area is distinguished, with Kensal Rise Station together with the Station Terrace public realm at its heart. It is dominated by the continuous parades of pretty Victorian shops which align Chamberlayne Road. It is also punctuated at its centre by a group of large street trees that provide a verdant relief to its built townscape.

1.125 Chamberlayne Road was laid out in 1893. The shopping parades feature short ranges of late 19th century red brick buildings in Flemish style. They consist of three main storeys; roof line broken by stepped and shaped Flemish gables of different designs to the centre bays. Another feature is the flanking corner turreted bay windows which have pyramidal slated roofs.

1.126 The Catholic Church of The Transfiguration was built as a Presbyterian church by W G Morley 1899 in the decorative Gothic Revival style. It is a landmark in the street. The Lexi Cinema and the Constitutional Club was constructed for the Kensal Rise Conservative Club and is another landmark on the road. A final landmark is Manor School, Chamberlayne Road, which was constructed in 1902 for the Willesden School Board. The building has attractive symmetrical red brick and yellow terracotta frontages.

1.127 The decorative rows of Victorian houses on Chamberlayne Road were constructed by Charles Langler and Charles Pinkham. The builders had been working on the Queen's Park Estate and are identical to those seen in Harvist Road within the Queen's Park Conservation Area.

1.128 The triangular area of land alongside Station Terrace is public realm that is deemed the heart of Kensal Rise. The substantial trees a foil to the solid brick and masonry of the terraces. It contains one of the last surviving cast iron lamps in Brent.

1.129 Keslake Mansions, Station Terrace, was built by William Herbert Stone between 1898 and 1900. It skilfully addresses the corner location.

1.130 Clifford Gardens, was constructed on the site of the National Athletic Grounds. It is considered the best surviving residential street off Chamberlayne Road. The properties were built by Langler and Pinkham in 1896 using local craftsmen skilled in the technique of pargeting.

## Recommendations

1.131 It was recommended that consultation be undertaken on the proposed boundary and designation of the Kensal Rise Conservation Area as set out in this report.

1.132 Consultation was undertaken and Brent's Cabinet approved the Kensal Rise Conservation Area on 28th May 2024.

1.133 The consultation responses were given the fullest consideration and amendments made to the boundary of the Kensal Rise Conservation Area as deemed reasonable and necessary.

1.134 This report has been updated and forms a character appraisal for the Kensal Rise Conservation Area.

## Maintaining the special architectural and historic interest of the Kensal Rise Conservation Area

- 1.135 One of the defining elements of the Kensal Rise Conservation Area is the quality of design composition, construction detailing and the execution of the work. It is this attention to detail that will protect quality at all scales of interventions into the historic environment. To ensure the preservation of character and special architectural and historic interest, quality should be maintained throughout the whole process of any proposed change. The Council will ensure that a standard of quality is maintained to the following elements of development and alteration.
- 1.136 Quality of materials: The Council will, where possible, require that materials proposed are submitted as part of the application and not as a condition.
- 1.137 Detail: Where appropriate to aid in the assessment of an application, the Council may require the submission of large scale construction detail drawings with clear labelling. This enables officers to check the quality of what is proposed and ensure that on site design is not left to the builder.
- 1.138 The quality of the Kensal Rise Conservation Area can be significantly damaged by the loss of historic detail, layout and setting. The protection of the following elements of the historic environment will be a high priority:

### Roof form and covering

Special care will be taken to ensure the original roof form including any outrigger is maintained in the management of roof and recovering.

### Chimneys

Chimneys are a particularly important element of the conservation area and should be maintained where they are a significant feature.

### Front plots

The preservation of front gardens, soft landscaping and their boundary walls, fences and hedges is critical in preserving the character of streetscape. The careful management of these elements will be a significant issue.

### Windows and doors

Original windows and doors are important in conservation areas because they contribute to the historical charm of buildings and maintain the architectural interest of the area. When replacing windows and doors in conservation areas, replacement windows and doors should match the original architectural style, design and materials of the building. This helps to preserve the original character and appearance of the building and the conservation area.

### Shopfronts

The Kensal Rise Conservation Area has a variety of original and historic shopfronts. Retention of these will be essential to preserve the area's historic character and appearance. New shopfronts should consider the advice in the Shopfront [SPD 3].



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Figure 28: Google Streetview image

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