

# **Kensal Green Conservation Area**

## **Character Appraisal**

**Brent Council**



# Character Appraisal

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## **1.0 Introduction**

### **1.1 The Appraisal**

This appraisal will identify, analyse and describe the historic and architectural character of the Kensal Green Conservation Area. It will identify the factors that lead to the declaration of the Conservation Area. It will highlight the prevailing quality and level of preservation of the details that define the character of the conservation area.

The analysis will consider the merits of the layout, streetscape, buildings and the natural environment. It will identify the principal elements of these factors that define the character and establish how the ongoing alteration of these essential elements and gradual development has either preserved or detracted from the overall quality. Following on from the appraisal a series of recommendations will be produced. The appraisal will outline a strategy for the future of the area suggesting further protection and controls that will prevent future decline.

The Kensal Green Conservation Area was originally designated in March 1990 and takes a linear form following the north side of the Harrow Road. The Road defines the boundary between the Borough of Brent and the Royal Borough of Kensington and Chelsea. The Kensal Green Cemetery on the South side, within the Royal Borough of Kensington and Chelsea, is also a Conservation Area and a Registered Park and Garden. There are a number of listed structures within the Cemetery including the Boundary wall that flanks the Harrow Road.

#### **List of properties within the Conservation Area:**

<b>Harrow Road</b>	<b>776-864</b>
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### **1.2 Planning Policy Context**

#### **Definition of a Conservation Area**

Conservation Areas are areas of special architectural and historic character with an overall quality worthy of preservation and enhancement. The strength of their character is dependent on the way the individual buildings spaces and gardens compliment each other. The Local Planning Authority is responsible for designating Conservation Areas from the law set down in the Planning (Listed Buildings and Conservation Areas) Act 1990. This enables the Council, with the aid of localised design criteria and additional controls over

Permitted Development, to influence the type of physical changes that would otherwise be detrimental to the area.

### **Statutory Framework**

Local Authorities are obliged by the Planning (Listed Buildings and Conservation Areas) Act 1990, to undertake periodic reviews and re surveys of their Conservation Areas. The Act requires this to ensure that Conservation Areas retain the character that brought about their designation. If Conservation areas retain their designation but do not retain their essential character, they undermine the credibility of a Conservation Area status. They also dilute the available resources for Conservation Work.

### **Designations**

The standards by which historic areas are judged worthy of Conservation Area status have changed significantly, (In particular since the publication of PPG15 in 1994). Conservation Area assessment has become more stringent to prevent the designation of areas that either, have very low levels of building and landscape preservation or, are designated for strategic reasons. The Borough like many other Local Authorities had a number of Conservation Areas that were designated some time ago and which are no longer of a sufficient standard to retain their designation as Conservation Areas.

### **Policy Context**

Conservation Areas are protected by hierarchy of policies at national regional and local levels. The Planning (listed Buildings and Conservation Areas) Act 1990 sets out the legal framework for the development and protection of the historic environment. Planning Policy Guidance Note 15 expands upon and develops the policies from the Act which together with London Plan establishes a regional frame work for the development of London's historic environment. The historic areas of the Borough are also subject to local control through the core policies of the Local Development Framework and Supplementary Planning guidance.

### **Change and Development**

As with all Conservation Areas, Kensal Green is at risk from insensitive development. As families grow the need to extend and improve homes becomes more acute. The housing stock is also of an age where more significant maintenance work is required prompting owners to replace doors and windows and roof coverings. There is also the pressure to split larger houses into smaller multi occupancy units which is a particular pressure in Kensal

green. This not only has an impact on the houses but the setting of buildings and the number of cars that residents want park off road. However, residents are becoming more aware of the value of the historic houses and their relative location in an area of character and more owners are keen to retain the “original features” that prompted them to buy their home. Kensal Green is now protected by an Article 4 Direction which should help to stop the decline in character through permitted development and possibly in time reverse the influence of unsympathetic development.

## 2.0 Location and Setting

### 2.1 Location and Context

The Conservation area is located along the southern boundary of the Borough of Brent, within the Queens Park ward, and borders the London Borough of Kensington and Chelsea to the south. The Conservation Area is approximately 0.9 hectares in size.

The Conservation Area covers a number of adjacent properties located along the northern side of the Harrow Road opposite to Kensal Green Cemetery.



The William IV Public House  
Harrow

### 2.2 General Character and Plan Form

The properties in the Conservation Area are of a variety of architectural styles due to the relatively long development period. The street scene is dominated by groups of large late Georgian properties, and number of which have some early Victorian features, broken up by short terraces of worker cottages from the 1820's. The street scene is further punctuated by properties the Regency Villa, located at 842 Harrow Road, and the William IV public house which are architectural unique to the Conservation area.



Harrow Road from the North

The Conservation Area has a linear form running along one side of the Harrow Road opposite the walls of the Kensal Green Cemetery. The stretch of the Harrow Road along which the Conservation area runs is wide and planted with trees which have now reached maturity, which adds to the distinctive character of the area.

### 2.3 Landscape Setting

The estate was mainly developed following the opening of Kensal Green Cemetery. As such form of Kensal Green Conservation Area was restricted by the boundary wall running along the northern edge of the cemetery. The Conservation Area gently undulates from Northwest to Southeast. The building heights and relatively flat topography mean that there are no significant views to either man made or natural landmarks.



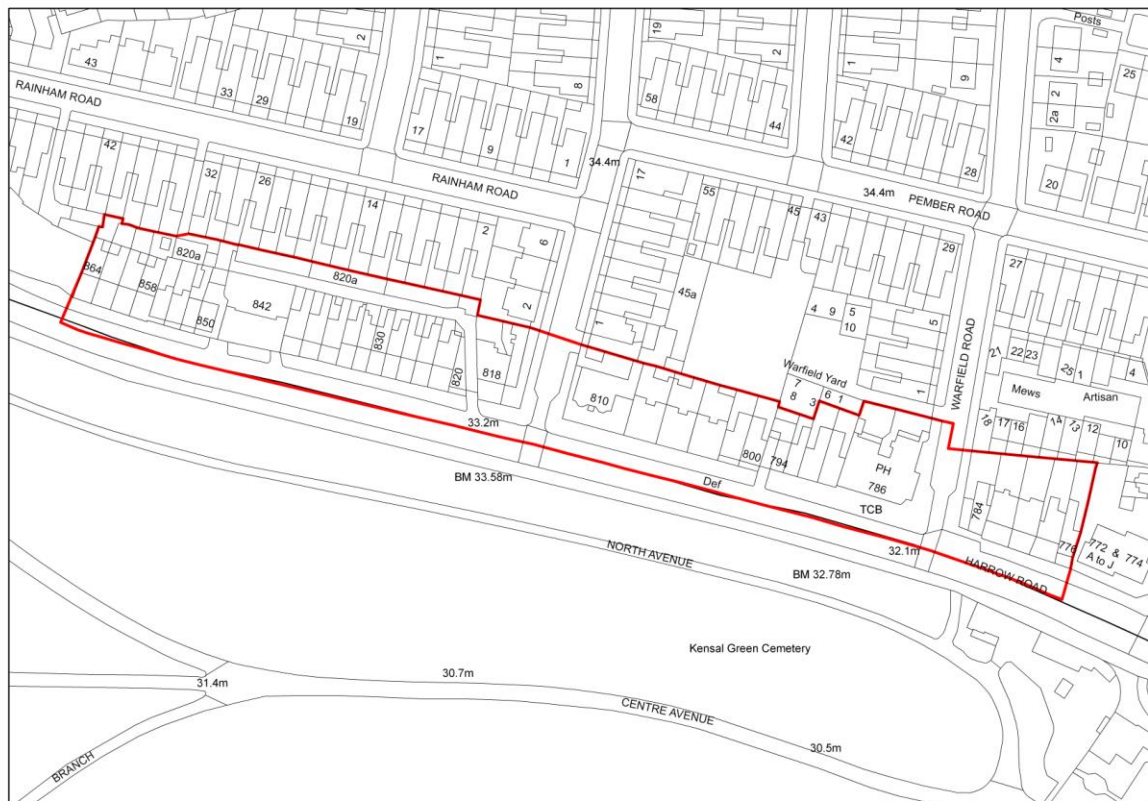
Harrow Road and the Cemetery wall from the north

## 3.0 Historic Development and Archaeology

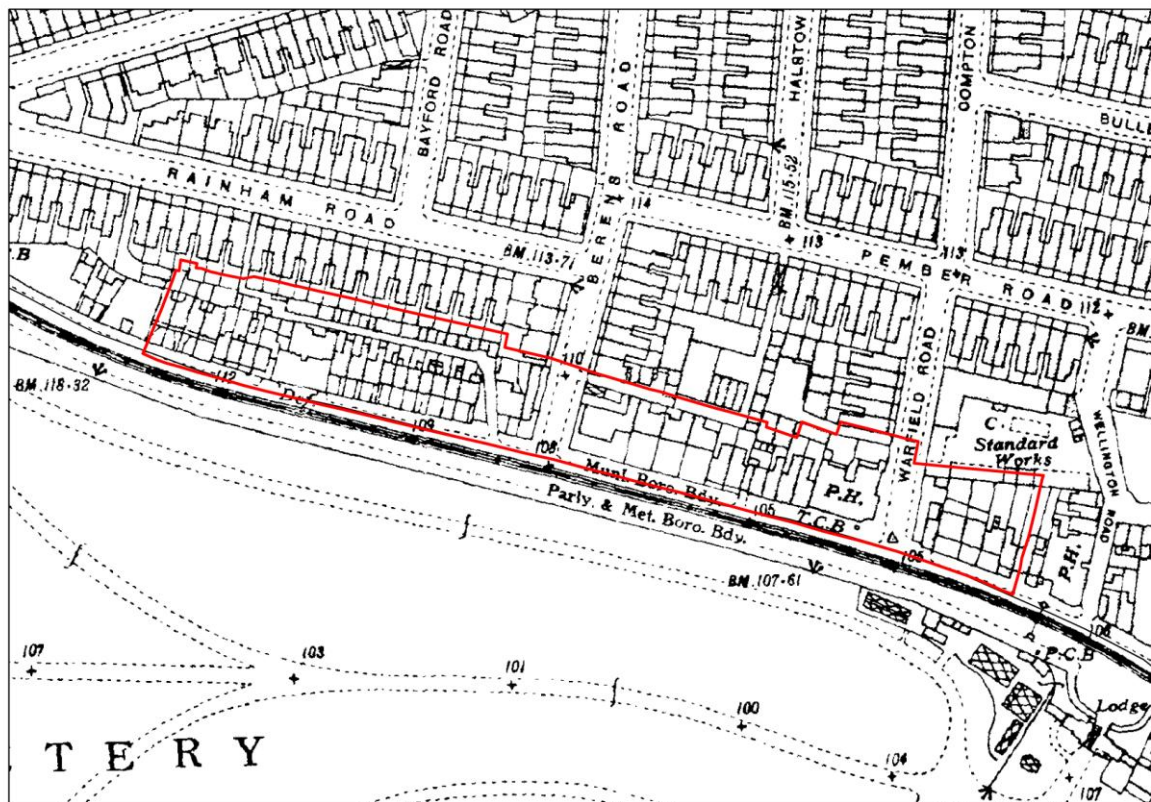
### 3.1 Origins and Historic Development

The area known as Kensal Green lies astride the Harrow Road on the boundary of the Borough of Brent and the Royal Borough of Kensington and Chelsea. It formed a natural expansion of Kensal Town and became fashionable after the opening of Kensal Green Cemetery in 1832. The General Cemetery Company acquired approximately 22 hectares of land on the south side of the road in 1831 for £9,500. The cemetery was the first of the great commercial cemeteries to be opened in London. After the Duke of Sussex was interred here in 1843 and 5 years later his sister in 1848 the 'garden of the deceased' became socially accepted. The earliest housing in the conservation area is a row of terraced houses probably erected for agricultural labour between 1816 and 1824. These houses are typical for the period with a simple vernacular composition in complete contrast to the aspirational, fashion conscious houses just twenty years later. The main phase of development was carried out following the opening of the cemetery during the two decades after 1840. The houses were unashamedly in the Modern style of two bay configuration with unusually an off centre window and door set in a rusticated ground floor. The public house, although rebuilt in the twentieth century, is named after William IV. (1830-37) and is a 1920 "Queen Anne" rebuild.

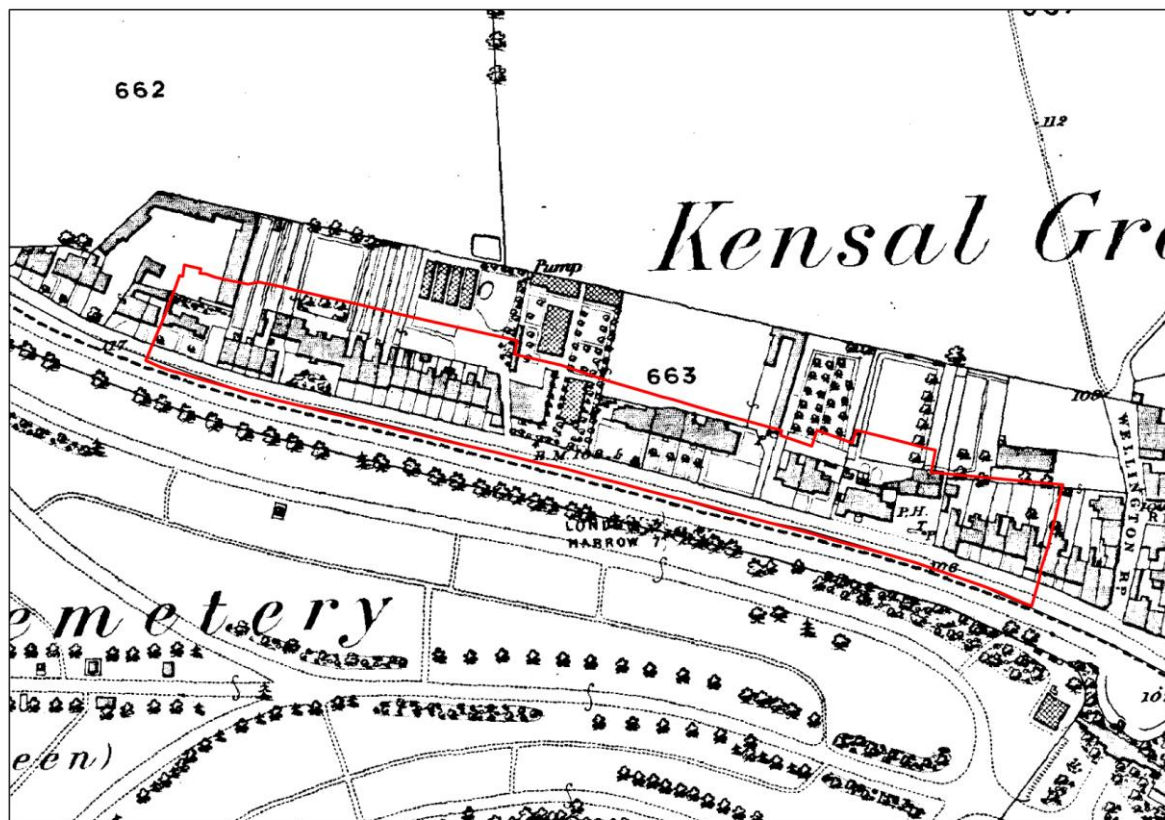




Kensal Green c.2006



Kensal Green in c.1940



Kensal Green in c.1870



### 3.2 Archaeological Significance and Potential

There is no evidence of significant archaeological remains in the area although Kensal rise was once a spa town in the early eighteenth century the main area of activity was to the east of the Conservation Area. However, the Kilburn High road is not to far away to the east and is an integral part of the roman Watling street route northwest out of London. This proximity would argue desk top analysis and watching brief for proposed development within the Conservation Area.

## 4.0 Spatial analysis

### 4.1 Character and inter-relationship of spaces

The main character of space is defined by the buildings on one side of the road, the Kensal Green Cemetery walls on the other and their relationship to the Harrow Road. The width of the road is relatively consistent throughout the Conservation Area. The area lacks a sense of cohesion; this is due to the different styles that individual architects stamp on dwellings and the unique styles that have changed throughout time.

### 4.2 Views and Vistas

There are important views both north and south along the Harrow Road and the gradual curve in the road exposes the variety in scale and form along the building line which is in the most part set back from the back of pavement. The quality of this gradual opening up of the view is important to the character of the area. The view along the road is always framed by a line of substantial specimen trees.



The Conservation Area is dominated by the Harrow Road

## 5.0 Character Analysis

### 5.1 Character Zones

Due to the relatively small scale of the Conservation Area it is difficult to identify any particular distinctive Character Zones although the smaller terraced vernacular housing has a different scale and form to the rest of the area.

### 5.2 Activity, Prevailing and Former Uses

The majority of the buildings in the area are residential properties. The exceptions are the ground floor retail units at 792-794, a modest motor repair garage at 784

and the William IV Public House at the corner with Warfield Road.

### 5.3 Architectural and Historic Qualities of the Buildings

The character of Kensal Green Conservation Area is defined by a group of some of the oldest homes remaining in the Borough.

The houses of 822-834 Harrow Road date from 1816 to 1824 and are the oldest buildings in the conservation area. They are a terraced range of modest homes of a rendered two story, two bay configuration. It is likely that the buildings were not rendered originally. They have a principal front door flanked by a two segmentally headed, two over two and two under, Sash windows with two identical sashes in the first floor over. A number of historic sashes remain but appear to be of a later Victorian configuration. Indeed none of the original windows appear to have survived. The homes within the terrace are defined by raised parapets on the party wall which flank a relatively low pitched Welsh blue slate roof which terminates on simple corbelled eave. The Homes are distinguished by their relatively generous front plots which in the main have been paved over.



822 Harrow Road

The later phase of development is defined by the three storey mid nineteenth century town houses at 836 - 840 Harrow road. They are a typically simple but finely proportioned and detailed late Georgian house with a rusticated ground floor supporting a first and second storey that diminish up to a short parapet at eaves level. The delineation between ground and first floor is made by a broad but shallow string course which also provides a sill level for the tall sashes above. The configuration of the sash windows has changed significantly over time and the surviving sashes have either been replaced or lost their early glazing bars. At second storey level the height of the window openings reduces to approximately two thirds of the first floor window height again with replacement windows. 858- 864 are of a similar style but with a rusticated stucco ground floor set up at a piano nobile level from the street.



836 Harrow Road

The twentieth century is represented by two relatively high quality Arts and crafts Queen Anne buildings at 810 Harrow road and the rebuilt William IV public House. 810 harrow road is a grand two storey house of a symmetrical three bay elevation flanked by tall decorative chimneys on each end gable of which the flanking bays are semicircular. The projecting bays have two large flush sashes symmetrically about the centre line. There is a large segmentally stone headed porch on the centre line supported by a composite column with



118 Berens Road Page 10

ionic capitals; a single sash of identical size to the other windows sits above at first floor level. The impressive roof is covered with natural slate which sits on very impressive dentiled eaves. There is a simple dormer on the centre line which is repeated on the roof of the east wing. The building is constructed in brick with stone string banding and quoins at corners

#### 5.4 Audit of Heritage Assets

#### 5.5 Contribution of Significant Buildings

The Kensal Green Conservation Area contains one statutorily listed building, a Villa, at 842 Harrow Road.

The Listing description described the building as:

*“Early 19th century. Restored 20th century. Two storeys, stucco, 3 windows, the outer ones 19th century sashes with slatted shutters Central columned porch with balcony over. Round headed doorway. Central French casement opening onto balcony. Bracketed eaves, flat pitched hipped slate roof.”*

The property at 810 Harrow Road is considered to be a significant unlisted building. The residential property known as the ‘Georgian House’ was constructed in 1922 but has a number of features reflecting a late Stuart style. The building is currently registered on Brent’s local list. The William IV also makes a valuable contribution architecturally and socially to the character of the Conservation area contributing to variation without diminishing quality

In general the relatively early date of the buildings makes them unusual in the borough. Kensal green is one of the most distinctive Conservation Areas within the Borough and is an asset to this part of west London in general. Overall there is not particular hierarchy of importance within the Conservation Area the character is not only defined by the group value of all the buildings, but also by their individual contribution. Alteration to any of the buildings will have an impact on character

#### 5.6 Prevalent and Traditional Materials/Finishes

The majority of the buildings would have been built in a locally sourced stock brick. On some buildings either a Lime based mortar render or stucco appears to have been used to define building detail in string courses. The majority of roofs were originally covered in natural



842 Harrow Road



864 Harrow Road

slates but have now in some cases been replaced with plain clay or concrete tile. The Conservation Area has suffered from the loss of many of the defining front walls which would have had some form of wrought iron railing or fence. In the case of 836 - 840 Harrow road wrought and cast iron is used to create simple balconies. The Arts and Crafts houses both have some well detailed sandstone dressing.

## 5.7 Local Details

The majority of Kensal Green Conservation Area was constructed using methods and techniques that were common throughout London and indeed the country during the rise of the suburban estate. Most materials were regionally sourced and can be found in suburban housing schemes of this period throughout London. The houses are constructed with yellow brick as these were locally sourced and were therefore cheaper. However, with the advancements made in transportation, red bricks became more readily available and cheaper, therefore later phases of development contain some red brick.

## 5.8 Public Realm Audit

Typically, the Kensal Green Conservation Area has a very straightforward public realm of flagged footpaths flanking tarmac roads. The street furniture consists of granite kerbs and drainage with standard proprietary metallic lighting and services equipment very little of the original street furniture survives.

## 5.9 Contribution of the Natural Environment

The streetscape of the Conservation Area is enhanced by a lining of trees along the Harrow Road. The species of tree existing here are mature London Planes which are planted at regular intervals. The trees are a valuable element of the streetscape as they help to frame views into and out of the area and between spaces in the area.

## 5.10 Extent of loss Intrusion or Damage

### Design of alterations to front elevations

The fundamental character of most houses within the Conservation Area has been reasonably well preserved although there has been significant loss of building detail in particular windows doors and boundary markers satellite dishes have been installed on the front elevation of a number of properties. In many cases, due



Window at 778 Harrow Road



Window at 850 Harrow Road



Dentiled Eaves at 810 Harrow Road



to the property being converted to flats, two or three dishes have been attached to a single property.

The erection of new front porches at a number of smaller properties within the Conservation Area has detracted from the original character of houses. Examples of this can be seen at 806 and 808 Harrow Road.

The Villa, a grade 2 listed building, located at 842 Harrow Road has suffered a number of unsympathetic alterations to the front elevation particularly the addition of an uncharacteristic features such as a porch, balcony and shuttering. The front boundary of the property has also been significantly altered and rendered surfaces have been painted using oil based paint.

#### Changes to fenestration

In some instances, original windows and doors have been replaced by inappropriate modern frames constructed using PVCu and aluminium. The replacement frames are invariably of the wrong configuration with glazing bars trapped between the glass units this type of insidious development has a major impact on the character of the area.

#### Painting

There are examples of part or whole front elevations of properties having been painted in inappropriate colours, affecting the overall appearance of the houses. In many cases, the painting was not to cover damaged brickwork or render and was completely unnecessary.

#### Front gardens and boundary walls/hedges

Many front gardens and boundary walls within the Conservation the area have been retained although few could be considered original. The properties at 778, 840 and 864 Harrow Road have hard surfaced their front gardens to provide car parking on the frontage. This has involved the removal of front boundary walls/hedges. The parking of cars on front hardstanding can be unsightly and harmful to the appearance of the property and the character of the Conservation Area. Although there are a number of different treatments to front boundaries, they are all part of the character of the area and all require careful alteration.

### 5.11 Capacity for Change.

The Conservation area is under pressure from insidious small scale change through erosion of building detail. The



Inappropriate Window Replacement  
792 Harrow Road



Inappropriate painting at 838  
Harrow Road



Historic boundary markers have  
been replaced with inappropriate  
designs

residential nature of the area means that the restrictions of the Planning Act and the GDPO will prevent radical change in terms of land use and intensification.

## **6.0 Community Involvement**

The Council will maintain continuous consultation with the residents of the Conservation Area. The appraisal will be published electronically to enable the document to be responsive to the changing circumstances and priorities of the residents and the need to preserve the character of the area.

## **7.0 Boundary Changes**

In 2003 The Council undertook a comprehensive review of its conservation areas, at this time all areas were analysed for the rigour of their boundary definition and at this time Kensal Green Conservation Area is sensibly defined and will not be adjusted until the next major review.

## **8.0 General Condition**

Kensal Green Conservation Area has suffered like all the Borough's Conservation Areas with decline in character through works carried out as permitted development. The Council has in response to this, applied Article 4 Directions to all its residential areas to prevent insensitive development. The Condition of the Kensal Green Conservation Area has declined most significantly in the following areas:

### **Windows and Doors**

Replacement of windows and doors has been and continues to be the primary cause of character decline. The article 4 Direction and a designated conservation enforcement officer will help to reduce this type of insensitive development.

### **Front Garden plots**

Front boundary walls are being removed and garden plots are being paved over to provide large parking spaces that significantly reduce the residential character of the area.

### **Painting**

Ad hoc painting of elevations and boundary treatments has seriously detracted from the character of the area

## **9.0 Recommendations**

The future of the Kensal Green Conservation Area is now more secure with the application of the Article 4 Direction and the publication of the Character appraisal. However,



in order to develop and enhance the character of the area the following recommendations need to be addressed:

- i) The review and publication of a Conservation Area Design Guide.
- ii) Improved liaison between the community and the Council.
- iii) Regular monitoring of completed developments their accordance with permitted plans and overall design and material.
- iv) Continued review of Conservation Area policy to respond to cultural and ecological change.
- v) Greater input into design development by Conservation trained Council officers.

## 10.0 Explanation of Technical Terms

<b>Brick bond -</b>	Arrangement of bricks in a wall, combining bricks laid lengthways (stretchers) and bricks laid widthways
<b>Casements -</b>	the opening sections of window frame.
<b>Console bracket -</b>	A decorative wall bracket which supports a bay window, part of a roof or other feature that projects out from the house.
<b>Drip Rails -</b>	A sill like section mounted above the opening casements of windows to shed water away from the opening.
<b>Dentils -</b>	Bricks set at interval to produce a decorative band
<b>Eaves -</b>	The junction of the wall and the lower edge of the roof
<b>Glazing bars -</b>	The bars of wood or metal which separate individual glass panes in a window.
<b>Half-timber -</b>	Often called 'timber framing', this means timbers applied vertically or horizontally to the walls of houses as a decorative feature.
<b>Hopper head -</b>	A cast box for collecting rainwater, which feeds into a drainpipe.
<b>Imperial bricks -</b>	The bricks used to build the Barn Hill houses, which are larger than today's bricks.
<b>Jambs -</b>	The side sections of a door or a window frame.

<b>Leaded light -</b>	A window made of small pieces of glass joined by strips of lead.
<b>Parapet -</b>	A section of a wall that projects above the eaves of a flat roof.
<b>Pargeting -</b>	Decorative moulded or incised external plaster work
<b>Roughcast -</b>	Rendered wall finish with small stones added to the mixture.
<b>Reveal -</b>	The part of a wall that turns back towards the window frame in its opening
<b>Sill -</b>	The bottom section of a window frame that projects out from the wall to allow rain to run away.
<b>Spalled bricks -</b>	Bricks that have lost their front faces through frost damage.
<b>String course -</b>	A projecting band of brickwork,
<b>Terracotta details -</b>	Specially shaped and moulded bricks used as decorative features.

## **11.0 Contact Details**

### **The Planning Service**

Brent House  
349 High Road,  
Wembley,  
Middlesex, HA9 6BZ

Email: [tps@brent.gov.uk](mailto:tps@brent.gov.uk)

Website: [www.brent.gov.uk/planning](http://www.brent.gov.uk/planning)

### **Conservation advice:**

Regeneration Design team  
Tel: 0208 937 5018  
Fax: 0208 937 5207

### **Planning Advice:**

South Area Planning Team  
Tel: 0208 937 5265  
Fax: 0208 937 5207

### **Landscape Design Advice**

Landscape design Team  
Tel: 0208 937 5248  
Fax: 0208 937 5207

### **Building Regulations Advice**

Building control  
Tel: 0208 937 5499  
Fax: 0208 937 5207

**Appendix One: The Management Plan 1.0**

The Management Strategy 1.1

**Policy 2.0**

The Local Development Framework 2.1

Community Involvement 2.2

Conservation Area Designation: Brent Council 2.3

Conservation Area Designation: Owners/Occupiers 2.4

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Archives and Information 2.6

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Development Control 3.1

Review Systems 3.2

Planning Guidance 3.2

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Technical Advice 3.4

An Equitable Historic environment 3.5

**Preservation and Enhancement 4.0**

Understanding the asset 4.1

Maintaining Quality 4.2

Preserve or Enhance 4.3

Enhancement Initiatives 4.4

Training and Communication 4.5

**Monitoring and Review 5.0**

Development control 5.1

Design Guidance 5.2

Community Involvement 5.3

**The Future 6.0**

A Responsive Plan 6.1

## **1.0 The Management Plan**

### **1.1 The Plan**

This plan is intended to provide a focused and structured approach for the future and management of Kensal Green Conservation Area. The plan will build upon and develop the strengths, weaknesses and opportunities identified by the appraisal process and create a coordinated framework for future development. The Plan will rationalise the statutory and policy requirements with the aspirations of local residents. A thoroughly debated plan will provide a point of reference with agreed and consistent aims for all those concerned with the future of Kensal Green Conservation Area.

## **2.0 Policy**

### **1.1 The Local Development Framework**

The Planning Service at Brent Council will produce as part of its Local Development Framework a set of core policies for the control of development within Conservation Areas. In particular the core document will address the fundamental principle of “Preserve or Enhance” from the Planning (Listed Building and Conservation Areas) Act 1990 and Planning Policy Guidance Note 15. The core policies will deal with alterations to existing buildings, new development, the built landscape and the natural environment. Policies will also be adopted to respond to the pressures of large scale development in residential historic areas.

From the core policies a series of guidance documents which will be supplementary to the LDF will be produced. These supplementary documents will expand upon the basic policy principles giving specific guidance regarding materials, construction details and techniques for development in the Conservation Area.

In addition to the supplementary development guidance documents the LDF will identify and possibly initiate a number of “Area Action Plans” which may include the Conservation Area within its remit. The special requirements of designated Conservation Areas will be a principal consideration in the development of “Area Action Plans”

## **1.2 The Community Involvement**

As part of the Development of the LDF the Council has produced a “Statement of Community Involvement” which outlines its strategy for consulting people who live, work and play in the London Borough of Brent. All documents produced as part of the LDF will be consulted upon using the principles and processes described in the document. Hard copies are available from the addresses shown in contact details at the back of this document, or can be viewed on the Council website. The strategies outlined in this document will guide the Councils involvement with the residents of Kensal Green

## **2.3 Conservation Area Designation: Council**

The management of the Conservation Area will be at all times legally regulated by the Planning (Listed Building and Conservation Areas) Act 1990. The Council will discharge its responsibilities under the act to “Preserve and Enhance” the character of its Conservation Areas. Also the Council will undertake regular reviews of the Area to monitor the quality of development and the effectiveness of its policies and guidance. A review has just been completed and as a result the character appraisal and management plan has been produced.

## **2.4 Conservation Area Designation: Residents**

The Designation of the Conservation Area and the subsequent application of an Article 4 Direction have placed a responsibility on all residents to carry out development of their properties and gardens in a way that preserves or enhances the character of the Conservation Area. The Article 4 Direction has also removed the permitted development rights of all resident in regard to the public face of their building. The Council is sympathetic to the extra burden that an Article 4 Direction places upon residents so has waived fees for applications for development that was previously permitted. The involvement of the residents of the conservation area is central to the successful preservation of the character of Wembley High Street and the Council is committed to a long term partnership

## **2.5 Character Appraisals**

The Council has produced a character appraisal for the Kensal Green Conservation Area of which this plan is a part. The appraisal has been produced to provide a basis from which to develop not only development control decision making, but the informed development of design guidance. The appraisal will be the basis for the direction of this management plan, identifying the elements of the conservation area that require special attention or effort. The appraisals will also provide a valuable resource from which to defend appeals against refusal of planning permission.

## **2.6 Archives and Information**

The heritage archive at Brent Council is available for public inspection at any time and provides a valuable resource for the management of the area. Copies of designation reports, schedules for the Article 4 Direction and background histories are available. The archives hold records of the development of the historic environment in Brent

## **3.0 Conservation Strategy and Practice**

Brent Council has recently carried out a review of its historic areas and now has 22 designated Conservation areas, all with Article 4 Directions. This means that the Council has a significant level of control of development within Kensal Green Conservation Area. The preservation of the character of the area will require careful management through the application of Best Practice within a number of the Council's activities. The Council will need to retain technical advisors specialising in the preservation and conservation of the historic buildings and landscapes. The principal elements that make up the historic landscape of the area will require review, reassessment and monitoring to enable a high quality conservation service for the residents of Sudbury Cottages. This management plan requires the careful and competent application of its core policies to ensure the long term preservation of the area. Overall, Wembley High Street must be protected and preserved for the residents that live within it and indeed its numerous visitors. However, for the area to maintain a sustainable community, the policies that guide its development must be responsive to contemporary as well as historic pressures.

### **3.1 Development Control**

Arguably the most damage to the character of the Conservation Area is caused by unsympathetic development through poorly designed and executed new buildings, extensions and alterations. Therefore, the role of development control is pivotal to the management of sensitive but responsive change in the Area. To help with management the following principles will be adopted to guide Development Control decision making.

- i) The Council will apply the principles guidance and regulation outlined in the Planning (Listed Buildings and Conservation Areas) Act 1990 and the broader guidance of Planning Policy Guidance Note 15 and any subsequent revision or additions.



- ii) The Council will apply the adopted policies outlined in both the UDP 2004 and the emerging LDF.
- iii) The Council will require that all planning applications will be supported by a brief but thorough design guide that describes the ideas and reasoning behind the submitted design.
- iv) The fundamental requirement of any proposal for development in a Conservation Area is quality. All proposals must be of the highest quality design, proposing high quality materials and be executed to the highest standards of workmanship.
- v) The Council will not dictate the architectural style of any intervention but proposals must be either:

A high quality, contemporary design, that is at the same time sympathetic to the character of its context and neighbours.

Or,

A well researched replication of the high quality historic design, scale massing and detailing with strict replication of local materials

Unfortunately scheme proposals often fall between these two standards and so compromise the character of the area

- vi) The Conservation Area design guide will be a primary material consideration in the Councils assessment of applications for development in the Kensal Green Conservation Area.
- vii) The Council will use technically experienced and qualified officers in guiding the assessment and determination of all applications received.
- viii) The Council will expect that proposals for development in Conservation areas will be clearly and competently demonstrated through the submission of clear accurate drawings, photographs and specifications.
- ix) All applications for work in conservation areas must be accompanied with clear indications of proposed materials. Physical examples of

materials must be submitted prior to commencement of work.

- x) Where possible the Council recommend pre application consultation with the planning Service to help with the requirements for a high quality application.

### **3.2 Review of Conservation Systems**

The Planning Listed buildings and Conservation Area Act 1990 requires that the Council review its historic environment to maintain an understanding of the pressures and changes within the Borough. However, the Council is committed to continuous review and has recently completed a re-survey of its Conservation Areas after which 10 Areas were de-designated. Wembley High Street retained its designation and will require continuous monitoring to ensure that its development is sensitive and responsive the Council would consider a 5 year cycle a reasonable long term review period.

### **3.3 Planning Guidance**

The Supplementary Planning Documents are critical in guiding development within Kensal Green Conservation Area. It is essential that the guide is easy to use by residents, builders and designers alike. It needs to be clear about its role and give simple straightforward advice to residents. Therefore, the Council in conjunction with residents will periodically review the guide to maintain its continued validity. As previously stated the guide will be a material consideration in the consideration of applications submitted to the planning Service.

### **3.4 Planning Policy Guidance Note15**

Central Government has a policy role in the management of the country's historic areas and its PPG 15 Planning and the Historic Environment. However the Council's own Supplementary Planning Documents are critical in guiding development within Kensal Green Conservation Area. It is essential that the guide is as easy to use by residents as builders and designers. It needs to be clear about its role and give simple straightforward advice to residents. Therefore, the Council in conjunction with residents will periodically review the guide to maintain its continued validity. As previously stated the guide will be a material consideration in the assessment of applications submitted to the planning Service.

### **3.5 Technical Advice**

Following the recent Conservation Area review, the Executive recommended the appointment of a Conservation Assistant to increase the specialist advisory

service available to the residents of all its Conservation Areas. Strategically, the Council will in conjunction with the residents association encourage pre application consultation to reduce time wasted in both scheme development and application assessment. The increased technical staff resource will also enable more frequent and comprehensive review.

In order to maintain up to date technical advice the Council will ensure continued professional development for its conservation staff. This will enable the Council to manage the inevitable compromises required between the needs of the historic and natural environments as requirements for energy conservation become more demanding and complex.

In day to day management of the historic environment the Council will liaise and coordinate with English Heritage who can offer further specialist technical advice in support of the planning services work. The Council will endeavour to maintain this close working relationship to secure the long term preservation of Kensal Green Conservation Area.

### **3.6 An Equitable Historic Environment**

The Conservation of the historic environment at Wembley High Street will be managed in an equitable and fair manner in line with the Councils regulations on officer conduct and equal opportunities. The Council will undertake its management of the Kensal Green Conservation Area in compliance with the Equality Standard for Local Authorities, The Brent Action Equity Plan and all other equalities legislation. Conservation work within the area will also require the application of the principles and guidance with the Disabilities Discrimination Act 2005, the codes of practice in BS8300 and the general guidance published by English Heritage.

## **4.0 Preservation and Enhancement**

### **4.1 Understanding the Asset**

The Character Appraisal of which this plan forms a part is central to understanding the Kensal Green Conservation Area and its needs for the future. The results of this assessment will influence the review and development of the Design Guide concentrating efforts on the elements of the Conservation Area that are under the most threat; including rear extensions, window replacements, roof re-covering and front garden plots. The appraisal has also highlighted the better preserved areas of the area and

how the lessons of preservation this element of the historic structure can be learned.

To fully understand the pressures on the character of Wembley High Street it is important to understand the pressures and needs of the community. The approach and viewpoint of the residents is important in making the management of the area responsive and sensitive. Management strategy and development guidance must take into account role of the community and the pressures that individuals experience in their home life.

To enable the integration of the needs of the fabric with the human considerations the Council will endeavour to maintain continued liaison with the community through consultation in particular this Character Appraisal, Attendance at Area Consultative Forums, and conservation forum meetings.

#### **4.2 Maintaining Quality**

One of the defining elements of Kensal Green 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 quality has to be maintained throughout the whole process of any proposed change. The Council will ensure that quality is maintained through its contribution to the following elements of development and alteration.

##### **Quality of applications**

- i) In line with PPG15 the Council will not accept outline applications for proposals in Conservation Areas. Full applications will be required to be supported by well drafted accurate scale drawings with plans, sections and elevations. In many cases for large schemes the Council will also expect analytical drawings, showing proposals in context, either through streetscape sections or three dimensional images.

##### **Quality of materials**

- ii) The Council will where possible, require that materials proposed are submitted as part of the application and not as a condition.

##### **Detail**

- iii) Where appropriate to aid in the assessment of an application the Council may require the submission of large scale construction detail drawings. This enables officers to check the quality of what is proposed and ensure that on site design is not left to the builder.

**Experienced persons**

- iv) The Council will always advise that applicants appoint both consultants and builders who have experience of historic buildings work.

**Specialist advice**

- v) Whenever possible the Council will provide a specialist advisory service to compliment the skills of consultants and builders.

**Article 4 Directions**

- vi) In order to reduce the decline in quality through alterations carried out as permitted development the Council will apply Article 4 Directions to all its residential Conservation Areas including Wembley High Street

**PVCu Window frames**

- vii) After many years of investigation and experimentation the Council has finally accepted that PVCu will not allow manufacturers to replicate the quality of original timber windows in Conservation areas - PVCu is also a significant pollutant. Therefore, the Council will not approve PVCu window frames in the Conservation Area.

Generally, the Council is convinced that it is the attention to detail and specific concern about quality at all levels that will help preserve and enhance the character of Kensal Green Conservation Area.

**4.3 Preserve or Enhance**

As outlined in "Planning Policy Guidance Note 15" (Planning and the Historic Environment). Any proposals for work with the historic environment and in particular in Conservation Areas must as a minimum preserve the character of the Conservation Area. The Council supports this standard as a basic requirement but will always encourage applicants and their agents to develop schemes that will actively enhance the character of the Conservation Area. In meeting these fundamental requirements the Council will require that proposals are demonstrably a faithful replication of the local historic precedent or a high quality contemporary building as described in Section 3.1 (v) above.

**4.4 Enhancement Initiatives**

As with the most Local Authorities, the London Borough of Brent has a restricted general budget so has no specific allocation for Conservation Areas. However, the Council has been successful in securing external funding for

enhancement initiatives for its Conservation Areas,  
Therefore:

- i) The Council will, where appropriate, continue to seek external funding to support its work in Kensal Green Conservation Area.
- ii) The Council will maintain an up to date understanding of current funding sources and where possible apply for funds for Kensal Green Conservation Area through Townscape Heritage Initiatives and other special schemes.
- iii) Not all enhancement requires financial input the Council will ensure that there is a regularly updated Design Guide for the Conservation Area to help residents with alterations and extensions to their homes.

#### **4.5 Elements at Risk**

As previously described the quality of the Conservation Area can be significantly damaged by the loss of historic detail and the loss of this type of detail led to the de-designation of a number of the Borough's Conservation Areas. Therefore, the Council is convinced that it is the preservation of detail that will subsequently make the biggest contribution to the preservation of character. The protection of the following elements of the historic environment will be a high priority:

##### **Roof Covering**

- i) The plan requires that the special care will be taken in the management of roof recovering and replacement.

##### **Chimneys**

- ii) Chimneys are a particularly important element of Conservation areas and the plan requires that they should be one of the most significant management issues

##### **Window frames and doors**

- iii) The Plan requires that Design guidance will be specifically concerned with replacement windows the prevention of pollutants and sustainability.

##### **Roof covering**

- iv) The plan requires that the special care will be taken in the management of roof recovering and replacement

##### **Brickwork**

- v) Management of brickwork treatment is a critical issue in preserving character.



**Front plots**

- vi) The preservation of front gardens 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 in responsive design guidance and development control.

**Extensions**

- vii) Extension and alteration will be managed through broader specific design guidance for rear extensions.

**Satellite Dishes**

- viii) The proliferation of satellite dishes has had significant impact on all Conservation areas and will need to be addressed in Design guidance.

**4.6 Training and Communication**

Where appropriate the Council will ensure that its Conservation Service is up to date and fully conversant with current practice. To achieve this, the Council will ensure that its officers follow a structured training plan. From this the Council will endeavour to attend Forums and resident group meetings to disseminate good practice to residents and their agents.

**5.0 Monitoring and Review**

The Planning Service is obliged by the Planning (Listed Buildings and Conservation Areas) Act 1990 to review its Conservation Areas from "time to time". Brent Council has regularly carried out reviews of its historic areas and in 2003 completed a thorough re evaluation; culminating in the de-designation of some conservation areas that had lost the character that led to their special status. The review enabled the Council to then concentrate its limited resources on the remaining Conservation Areas enabling the production of this Character Appraisal for Kensal Green Conservation Area. To maintain a rigorous monitoring system the Council will:

- i) Encourage greater involvement in the guardianship of Wembley High Street by the residents group.
- ii) Establish a regular visual survey of the area by conservation or enforcement officers.

- iii) Depending upon resources re-evaluate the character of Kensal Green Conservation Area every 5 – 8 years.

### **5.1 Development Control**

The Development control process is controlled by the Unitary Development Plan and the supplementary guidance that is developed from it. In order to maintain a high standard of decision-making the Council will ensure regular training and review of policies that control the decision making process.

### **5.2 Design Guidance**

The Council will produce a responsive design guide for Kensal Green Conservation Area that can be reviewed as part of the broader re-evaluation process outlined in section 5.0 iii)

### **5.3 Community Involvement**

The Council will encourage residents to carry out their own review of the management of Kensal Green Conservation Area and submit their findings for inclusion in wider assessments.

## **6.0**

## **The Future**

### **5.3 A Responsive Plan**

The management plan for Kensal Green Conservation Area is intended to be a development framework for anyone involved or concerned about the future of the area. It outlines the issues that need consideration and action if we are to preserve and enhance the character of the Kensal Green Conservation Area.

Most importantly, this plan will be responsive and reactive to the changing needs of its residents. It is purposely strategic, not specific, to enable it to accommodate changes in society and changes in society's expectations. At the same time it will maintain the balance with the need to preserve character.

This plan is also flexible enough to be adjusted to respond to the frequent changes in legislation and regulation that influence the built environment - In particular the Council's eventual change from a Unitary Development Plan to a Local Development Framework.

Overall, it is in everyone's interest to preserve and enhance the character of Kensal Green Conservation Area. This plan is intended to build upon the Character Appraisal, coordinate and focus the various needs and requirements of everyone involved in the protection and enhancement of the landscape of Wembley High Street

London Borough of Brent  
Planning Service

