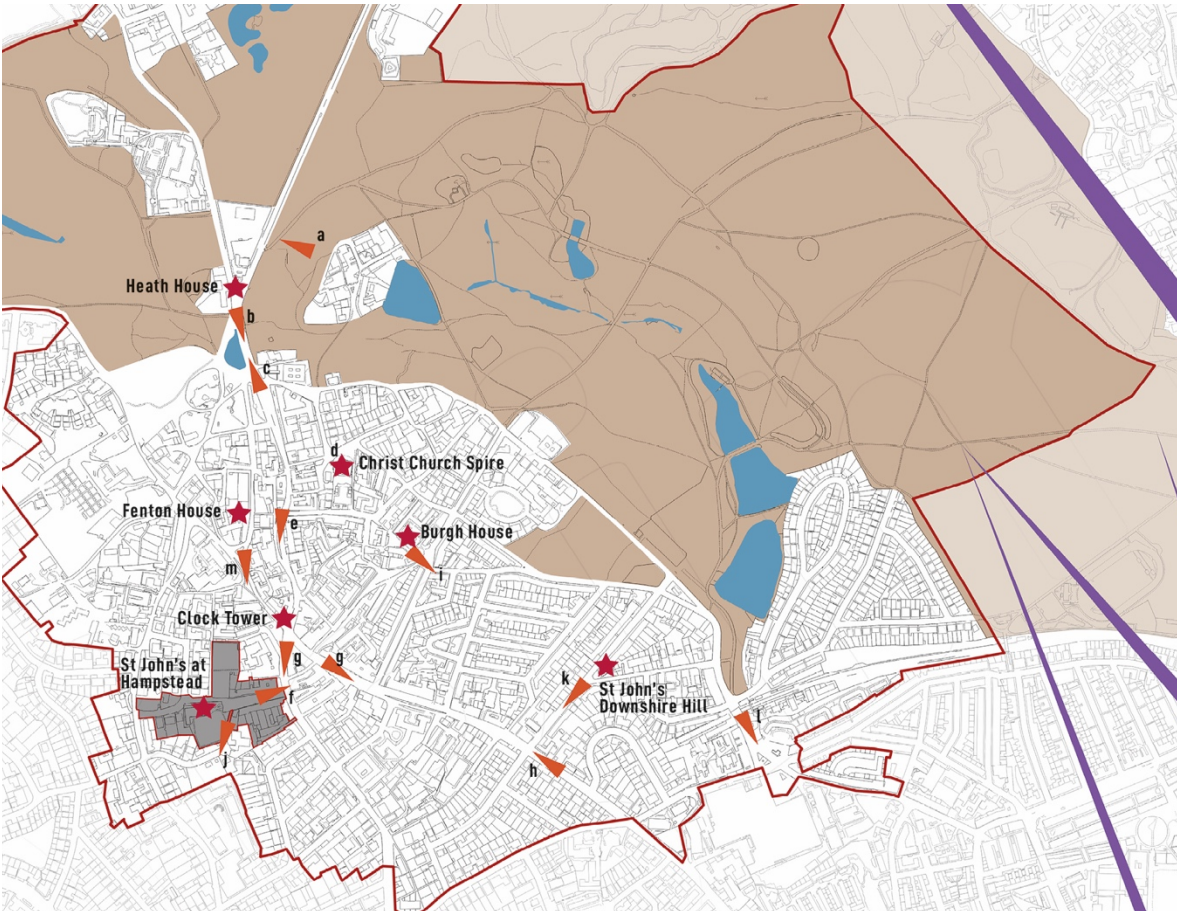


Appendix 4

Important views

Hampstead Neighbourhood Plan

There are innumerable historic and important views and vistas within the Plan area. Many of these views were captured by such painters as Constable, Ford Maddox Brown and Charles Ginner. There are also many important views across the area from vantage points within the Heath and looking both in and out of the area. These views are important to the Plan area but the list below is not exhaustive.



- Below Spaniards Road near Northern Fairgrounds, across Vale of Heath
- From Whitestone Pond north toward War Memorial, Jack Straw's Castle, Heath House
- From Whitestone Pond south down Heath Street
- Christchurch spire from various points in area
- Up Heath Street toward the Mount
- From Heath Street to St John's, Church Row
- Toward Clock Tower from High Street and Heath Street
- Down High Street toward Rosslyn Hill
- Burgh House from Well Walk
- Back of Church Row from Frognal Way
- Down Downshire Hill toward the Heath
- South End Green toward South End Road and entrance to Heath
- View from Holly Bush/Frognal Rise toward Fenton House



Key views



London view corridors



Landmarks

a. Below Spaniards Road near Northern Fairgrounds, viewing across Vale of Health. Significance: this is a panorama that encompasses views from the east to the south. The location is close to the view from the Heath over the Vale of Health toward the City is a historical view that was maintained by the original developers of the Vale of Health. The view is from a position on the Heath close to the junction with Spaniards Road. The view is from the public footpath and can be experienced by walkers and cyclists. There are also benches in this location facing the view. The foreground of Heath land gives way to the treed mid ground of the Vale of Health. The roof tops of the homes in the Vale are generally pitched and do not break the tree line so preserving the panorama uninterrupted. Tile and slate roofs are prevalent. Some of the upper levels include large mansards or flat roofs which are generally prominent and to be avoided. Large areas of glazing and / or full width dormers, plant and lift overruns as well as large areas of flat roof tend to detract from the view. Pitched roofs in slate or tile, roof lights and narrow dormers set below the roof apex are likely to cause less harm.	 <i>The view across the Vale of Health toward the City beyond</i>
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- b. From Whitestone Pond north toward War Memorial, Jack Straw's Castle, Heath House (views toward Harrow to the West and to towards London in the East have now been obscured by trees) Significance: the view focusses on the landmarks of Jack Straw's Castle and Old Court House to the left and both Grade II listed, and Grade II* Heath House, along with the War Memorial, also Grade II, designed by Sir Reginald Blomfield.

Important elements include the distinctive juxtaposition of the Heath and historic buildings. The buildings are on top of the rise with the Heath falling away to either side.

Views of this entrance to Hampstead are experienced by people arriving from Golders Green, Spaniards Road, the Heath and West Heath Road making it a focus for the area.



b.	Whitestone Pond, cont.	 <i>Similar view from the 1950s</i>
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c.	From Whitestone Pond south towards Heath Street and Hampstead. Significance: the view functions as another visual “gate” to the village, leading the eye southwards down the hill from the high point of Whitestone Pond. The space is wide offering pedestrians, cyclists and vehicle users a wide vista. The boundary wall of Queen Mary Hospital offers some enclosure to the space with the low rise buildings of the hospital site siting well back from the wall and inconspicuous in the view. Another important open space to the right; Hampstead Whitestone Gardens, reinforces the sense of the Heath penetrating the built up area of the village, blurring the edges of the two.	 <i>View looking south toward Heath Street, low-built Queen Mary's on left; green open space of Whitestone Gardens on right</i>
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d. Churches are a key part of the character of the area. Often towers and spires are prominent and viewed in glimpses between buildings, along narrow alleyways as well as from close to them. Proposals within the Neighbourhood Forum Area should consider the visual influence of the spires and towers and how views will be changed through development. The spire of Christ Church (Grade II listed) is particularly visible in many local views around the area. Even glimpsed views provide a strong sense of orientation in the surrounding streets. Buildings along narrow paths frame views of the spire and tower. Significance: the spire of Christ Church is one of the highest structures in London and contributes to the visual variety from many positions in and around Hampstead and the Heath. Its spire has served as a landmark since it was built in 1852. Christ Church is prominent due to its height and elevated position and development which will obscure most of	 The photograph captures a narrow, paved street in Hampstead, London. On the left, a black street lamp stands near a brick wall. The street curves to the right, with a white arrow painted on the asphalt. In the background, the tall, white spire of Christ Church rises above the rooftops of residential buildings. Bare trees frame the view on the right, and a silver car is parked further down the street.
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	the Spire and its Tower from local views will be resisted.	
e.	Up Heath Street toward The Mount. Significance: the patch of green space is a typical element of the Hampstead urban landscape and is well known as the location of the painting “Work” by Ford Maddox Brown. Important elements include the brick boundary treatments to houses around The Mount, the large and mature trees and change in levels. The View along Heath Street from the north towards the south is equally important. The green space dominates both these views (from north and south) with the buildings of Heath Street, many listed, set back from the pavement edge by small front gardens. The twin spires of the Baptist Church rise above the buildings and are seen in these views. As a major route through the area the views are experienced by pedestrians, cyclists and vehicle users.	 <i>View of The Mount looking north</i>

			
f.	From Heath Street to St John-at-Hampstead, Church Row Significance: this is one of the few views in Hampstead that was deliberately composed to accentuate the prominence and status of the Church. Important elements are the dominance of the church, set against the uninterrupted skyline behind. On Church Row Ian Nairn wrote in Nairn's London, '<i>Here is the complete freedom which results from submission to a common style. A rough gentlemen's agreement about height and size – nothing so rigid as a fixed</i>		

View of The Mount looking south

Church Row from Heath Street

street line or fixed cornice level – and you can do what you want. As a setpiece, a bit of stage scenery running up to the spiky tower of the church....But the sides are just about perfect.'

Ref: Nairn's London, Ian Nairn, Penguin Books, 1966.

The majority of the buildings in the view are listed. It is a setpiece in Hampstead and in London.



Similar view from 18th century

g. Hampstead High Street, south of Oriol Place looking toward the Former Fire Station marking the junction of High Street and Heath Street

Significance: this view illustrates the changes made in the “Town Improvement” scheme of 1888, with the gentle rising of the street leading to the Former fire station and clock tower designed by GJ Vulliamy, as head of the Metropolitan Board of Works' Architects' Department, and London Underground Station entrance, the centre of the village as the joining of Heath Street and High Street.

Important elements include the subservience of the Victorian terraces and the clock tower itself. Mount Vernon Tower can be seen beyond the trees. The shopfronts generally consistent and of high quality, a general absence of amalgamation of shop units, vertical separation of shopfronts with mullions, consistent fascia size, cornices, pilasters and corbels. Red brick buildings dominate. Highly decorated on one side as a continuous terrace contrasting with individual



Looking west along High Street



Similar view from 1972



Similar view from 19th century

g.	properties on the right hand side with little ornamentation at the upper levels, <i>High Street and Heath Street, cont.</i> and exhibit a regular parapet line with no visible roof level, typical of much of the High Street in this area.	 <i>Looking north from Heath Street</i>
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h. View of High Street south towards Rosslyn Hill Significance: again, the view illustrates the Victorian improvements, including the widening of the High Street. Important elements include the street trees and the variety of shop fronts. The green area below Greenhill is another important green space promoting the village identity of Hampstead and again making the connection with the idea of the village in the Heath. Street clutter detracts from this and many views. Poor location of utility boxes and cycle parking are negative. Buildings are more varied in this part of the High Street, but the view highlights the attraction of the broadly consistent building heights.	 <i>Looking east on High Street</i> 
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i. Burgh House from Well Walk Significance: this view provides the setting for the Grade I listed Burgh House, one of the oldest residences, now local history museum, in Hampstead. Note: Christ Church spire can be seen in the distance and illustrates another of the local glimpsed views of the Church. Important elements include the mature landscape, originally designed by Gertrude Jekyll, as the setting for Burgh House, the trees lining the street, the low wall and the railings, and the composition of the surrounding houses. The glass conservatory is overly dominant in the view and seems incongruous with the rest of the scene.	
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j. Back of Church Row from Frognal Way Significance: the view provides a rare vista of rear elevation of the listed buildings on the south side of Church Row, which contrasts with the more controlled street elevation (View 6). The view highlights the topography: Hampstead is built on steeply sloping hillsides. It should be noted that this view (as with View 6) is a view from the Neighbourhood Plan area towards an area beyond the boundary of the Plan area. The temporary hoardings of 22 Frognal Way detract from the character of the area in the view. The loss of the existing residential building on the site has been resisted by Camden Council and is the subject of an appeal, which is yet (Feb 2017) to be decided. Important elements include the significance of the change of level from Frognal Way to Church Row and the openness of the rear elevation with many large windows exploiting views to the south and sunlight.	
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k.	Serial view Downshire Hill toward the Heath Significance: this is a view of one of the most attractive streets in Hampstead with a view of the Heath in the distance. The view is not static but is a progression from the High Street towards the Heath. In views both the Heath and the Grade I St John's Church dominate. Views of the church are framed by the Heath which stretches out behind it. Buildings are set back from the street and most of the houses in the views are listed. Important elements include the wide variety of well-designed and historic buildings, along with the street trees and those in the gardens of the houses.	 <i>View of Downshire Hill, St John's and Heath in the distance</i>  <i>View approaching St John's, with Keat's Grove is to the right</i>
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I.	South End Green toward South End Road and entrance to Heath Significance: this is the first view of the Heath for many people, showing one of the main entrances. Important elements in the view include the Gate public house and the low-built and unobtrusive Hampstead Heath Station on the right. The built form defines a built edge to the Heath.	  <i>A similar view from the mid-20th century</i>
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m.	View from Holly Bush/Frognaal Rise toward Fenton House Importance: this is a historic view of the entrance and approach to the Grade I listed Fenton House, framed by Romney House on the right and a Georgian terrace on the left. Important elements include the small green, the boundary walls of the buildings and the changes of level that reinforce the village character of the wider area.	 <i>From Holly Bush Vale toward Fenton House</i>

m.	<i>Fenton House, cont.</i>	 <i>From slightly further back</i>  A similar view from 1949
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