

Mapesbury Conservation Area boundary extension

Character Appraisal



Rev2

12.2024

Contents

1	INTRODUCTION	
	Purpose of this document	5
	Why is an extension to the conservation area being considered?	6
	What is a conservation area?	7
	What does it mean if your property is within a conservation area?	8
	Article 4 Directions	9
2	MAPESBURY CONSERVATION AREA	
	Location and context	11
	What is significant about Mapesbury?	12
3	REVIEWING THE CONSERVATION AREA BOUNDARY	
	Reviewing the boundary	17
4	EXTENSION TO MAPESBURY CONSERVATION AREA: SUMMARY OF SPECIAL INTEREST	
	Background	19
	Appraisal: Chichele Road	21
	Appraisal: Sheldon Road	23
	Appraisal: History of Cricklewood Broadway	24
	Appraisal: Cricklewood Broadway	26
	Appraisal: 59 - 167 Cricklewood Broadway	27
5	CONCLUSION	
	Recommendations	33
	Maintaining the special architectural and historic interest of the area	34
	Image credits and authorship	35

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 A statutory requirement under Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 directs local planning authorities to 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 changes that will take place in 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 an extension to the conservation area being considered?

- 1.6 The Council, with the support of English Heritage (now Historic England), made Mapesbury a conservation area in December 1982.
- 1.7 An extension north and east of the current boundary as well as the 'gateways' to the conservation area are being considered for designation. These areas were identified as having architectural and historic merit following consultation undertaken on the Mapesbury Design Guide in 2017. It was also recommended in Brent's Historic Environment Place-making Strategy 2019.

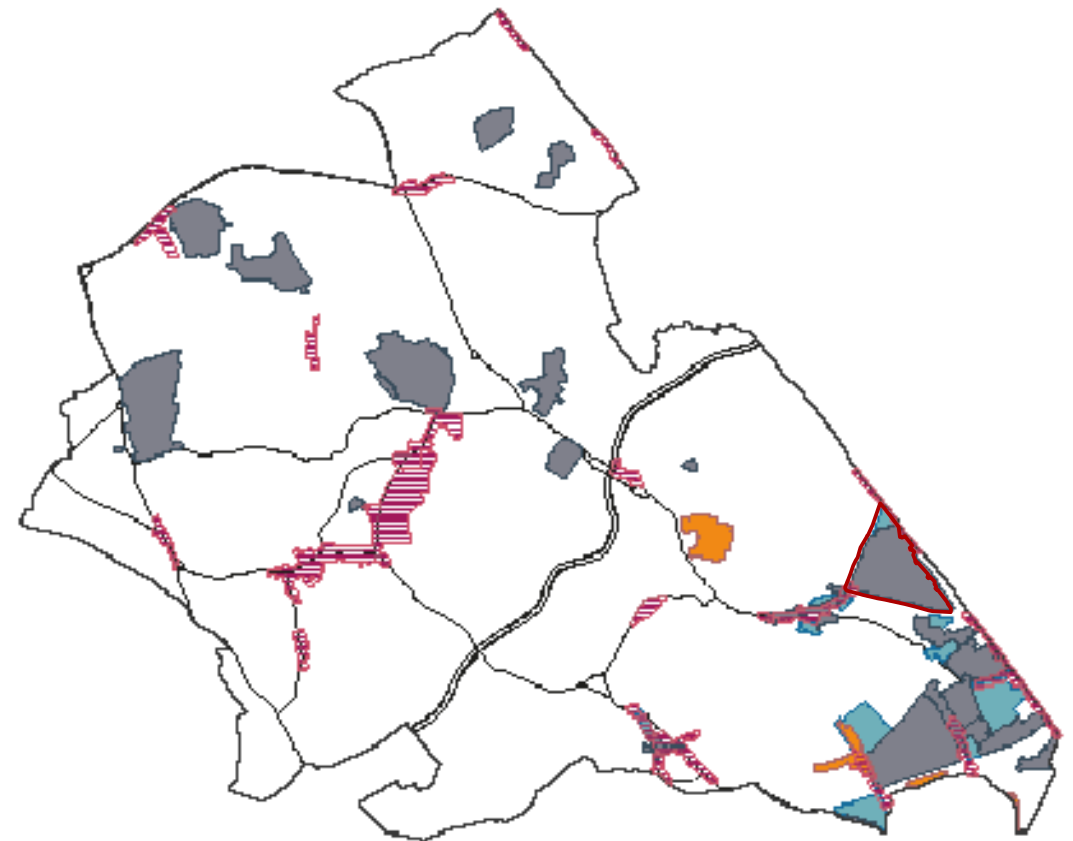
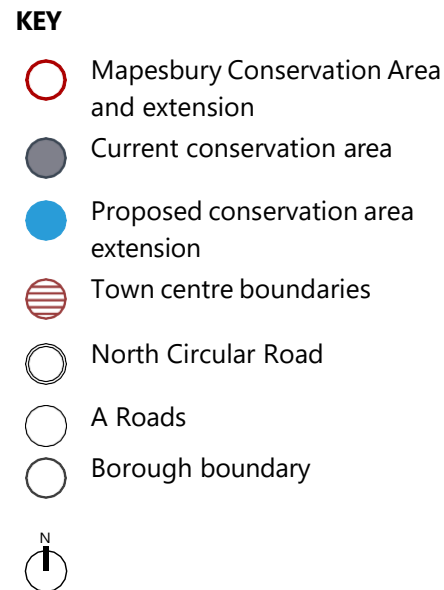


Figure 1: Conservation Area designations in borough context

Introduction

What is a conservation area?

- 1.8 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'*.
- 1.9 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. Conservation area designation therefore needs to be carefully considered.
- 1.10 It is the protection of the quality and special interest of the neighbourhood or area as a whole that is intended, rather than specific buildings. 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, roads, vistas and viewpoints, trees and green features.
- 1.11 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?

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

1.13 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.

1.14 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 dormers and hip-gable;
- the installation of satellite dishes and antennae;
- the demolition or erection of walls, gates and fences over 1m in height adjacent to a public highway; and

• works to trees.

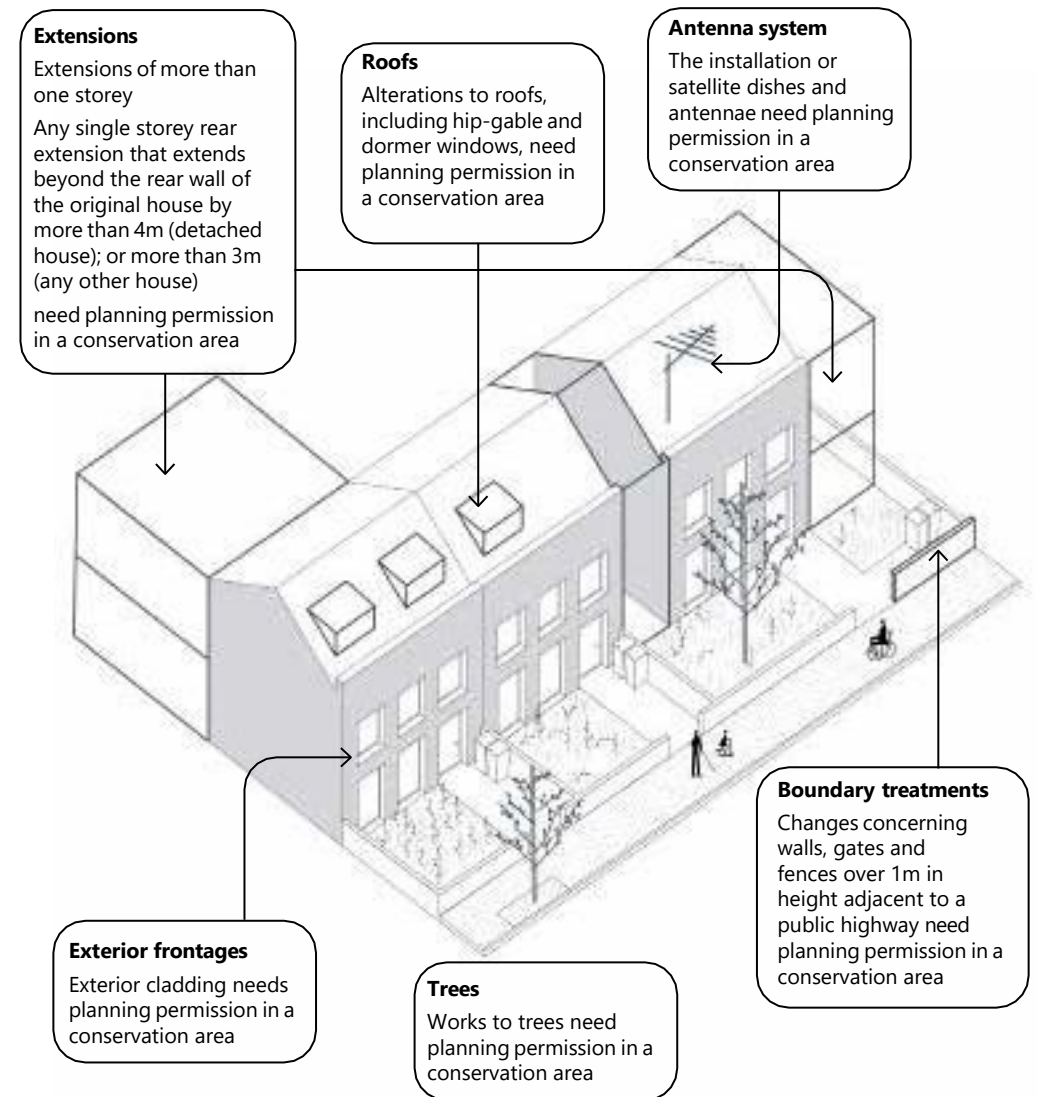


Figure 2: Conservation area designation can protect and positively

Introduction influence the property
features included in the
above diagram

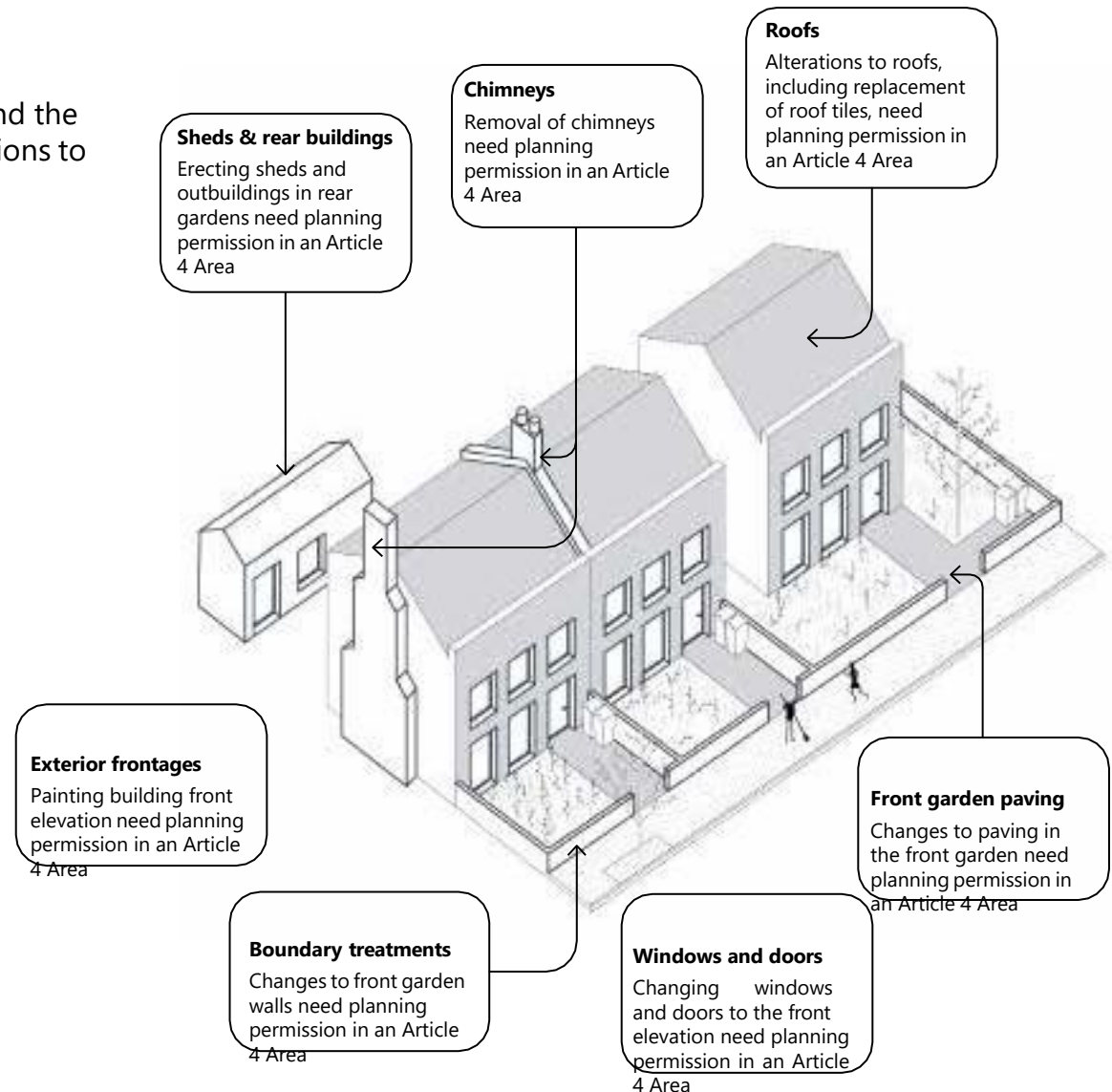
Introduction

Article 4 Directions

1.15 An Article 4 Direction is a special control which gives extra protection to a conservation area (in addition to those on page 8) by removing some of the owner's planning development rights. The Mapesbury Conservation Area already has such Directions in place. These relate to 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.

1.16 The Council will extend the use of Article 4 Directions to the new area.



2

MAPESBURY CONSERVATION AREA

Mapesbury Conservation Area

Location and context

1.17 The Mapesbury Estate is a cohesive residential area bounded on the west by Walm Lane and Chichele Road, on the south by the Metropolitan and Jubilee Railway lines, on the east by the rear of properties in the Edgware Road and on the north, by the rear of properties in Anson Road. The properties appear as suburban villas within their own plots of land built for those requiring easy access to the city via the Metropolitan Railway which opened through to Willesden Green in 1879.

1.18 The current Mapesbury Conservation Area [see Figure 4] sits within the large suburban dormitory of northwest London and is surrounded by similar housing from the late Victorian through to the end of the 1920s.

1.19 Internal views and vistas within the Mapesbury Conservation Area are very similar and are usually terminated by a 'T' junction and in elevation by the relatively tall ridge lines. The open nature of front plots and the relative exposure of rear gardens contribute to the green natural context of all views along almost all the streets of the conservation area. These views are mainly unobstructed by buildings or later intervention which has helped to preserve character.

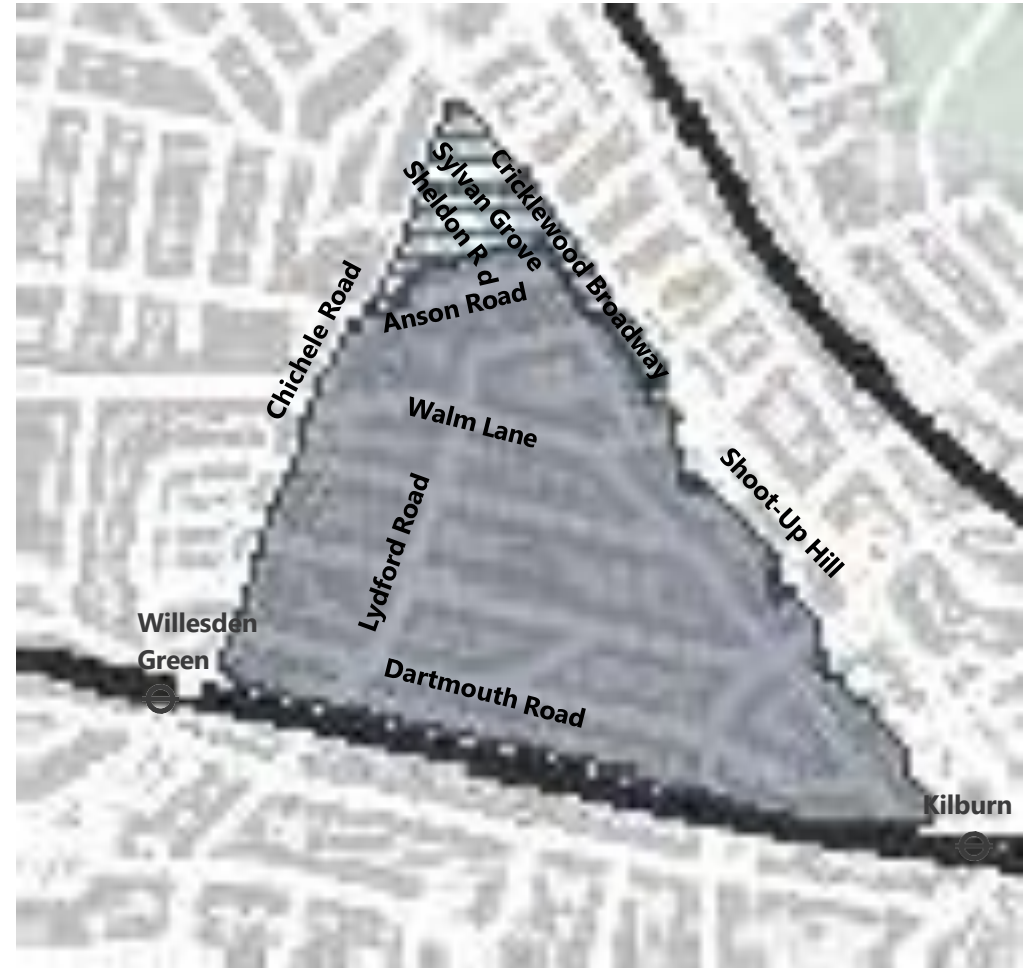
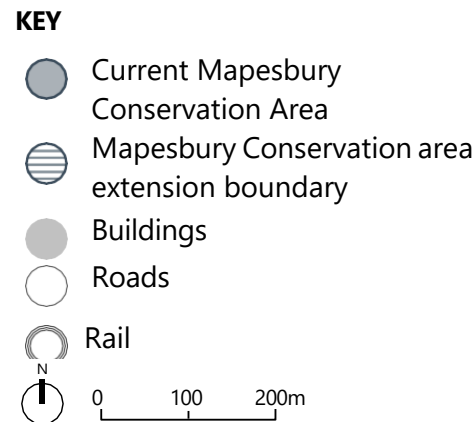


Figure 4: Location plan of current Mapesbury Conservation Area and extension boundary

Mapesbury Conservation Area

What is significant about Mapesbury?




1.20 Mapesbury is one of the largest of the conservation areas in Brent. The area formed part of the Middlesex parish and manor of Willesden, which was held by the chapter of St Paul's Cathedral by the time of the Norman Conquest. The manor was divided into eight prebends to support the various members of the chapter. One of these duly gained the name 'Mapesbury' after Walter Map, prebendary from 1173–c1192.

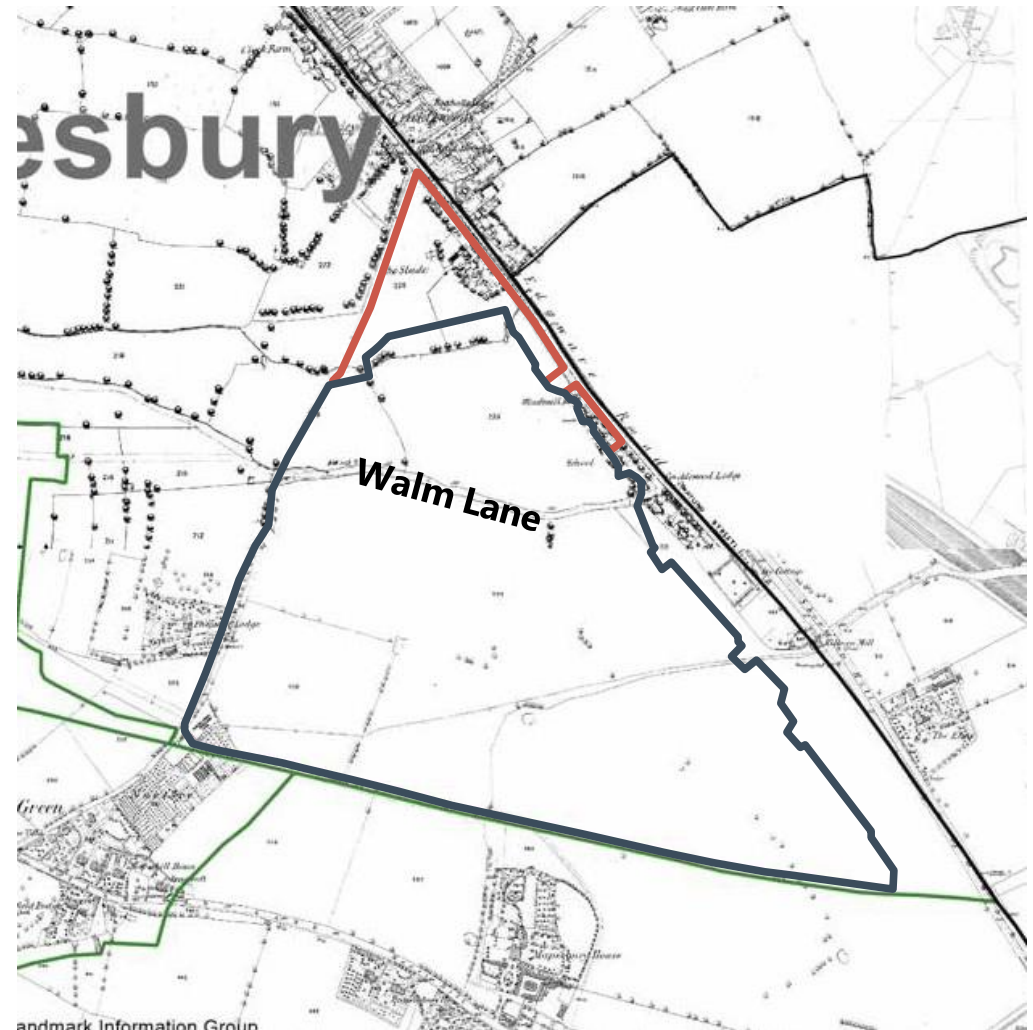
1.21 The area remained countryside until the 1860s, when residential development began. By 1875 there were a number of large suburban villas and by 1880 the Metropolitan Railway opened its line in the area, and building lots were let for 'first class residences'. The first step in development appears to have occurred in the mid-1870's at the junction of Exeter Road and Dartmouth

Road but properties on the east side of Exeter Road did not appear until 1885. Even so, the development of the surrounding area did not begin in earnest until ten years later.

1.22 The main thrust of development occurred between 1895 and 1905 and reflected in the predominance of two and three-storey semi-detached, detached and terraced brick houses of similar design that are spread across the entire conservation area.

KEY

-  Current Mapesbury Conservation Area
-  Mapesbury Conservation Area extension boundary
-  Ward boundary



landmark Information Group
Figure 5: OS Map 1894




Mapesbury Conservation Area

1.23 The majority of the building construction within the conservation area was undertaken by a dozen firms between 1895 and 1905, including Callow and Wright, Charles Cheshir and John Neal and Company. The development of the area continued until 1920, with the majority of the later properties (1905 - 1920) being to the designs of C.W.B. Simmonds and G.A.C. Bridge.

1.24 The Mapesbury Conservation Area is characterised and is significant because it remains largely unaltered [see Figures 7 & 8]. Its turn of the century town houses are of high architectural quality and have intricate detailing. Later inter-war development is of similar architectural quality and integrate well the earlier houses.

1.25 Mapesbury estate is set in wide tree-lined streets with bold front boundary brick walls and tall gate posts. Large semi-detached and detached houses predominate within the conservation area while rear gardens which often exceed 25m in depth, typically contain mature trees and other mature planting, establishing an almost park-like character that has become an integral part of the area's setting. These factors play a vital role in establishing the open and spacious character of the area.

KEY

-  Current Mapesbury Conservation Area
-  Mapesbury Conservation Area extension boundary
-  Ward boundary

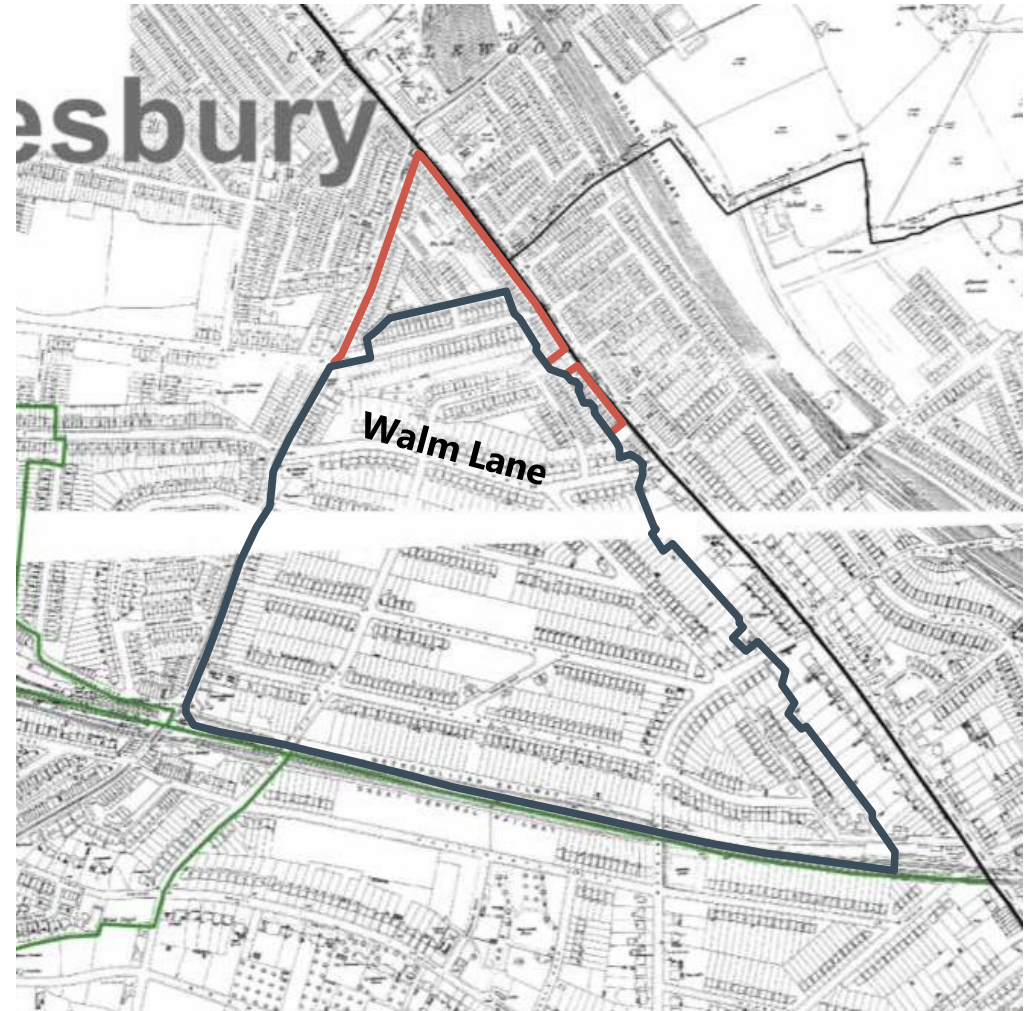


Figure 6: OS Map 1916

Mapesbury Conservation Area



Figure 7: Areal view of the area, 1946



Figure 8: Areal view of the area now

Mapesbury Conservation Area

1.26 The detailing of individual houses is well designed and executed. However, the detailed architectural solutions come from a menu of these solutions that the various architects mixed and matched between streets and groups of buildings.

1.27 There are a number of factors that set the Mapesbury Conservation Area apart from housing schemes in the local and wider context. The scale of the buildings, the quality of architecture and detailing combined with the largely unaltered nature of the majority of the building frontages enable the area to retain its rather grand personality. The views between the houses and the open nature of the rear gardens of the houses are relatively exposed to view and give the area its characteristic green and open vista.

1.28 The following photograph [see Figure 9] is a postcard dating from 1907 and is an illustration of Walm Lane. It shows the importance and grandeur of the Estate at the time not only in the quality of the architecture but also by the fact that it was considered influential enough to be photographed for a postcard.

1.29 The paired chimneys are an especially striking feature together with the rhythm of the roof slopes, prominent canted bay windows and front boundary piers.



Figure 9: Postcard of Walm Lane dating from 1907



Figure 10: Chichele Road and Walm Lane junction now

3

REVIEWING THE CONSERVATION AREA BOUNDARY

Reviewing the Conservation Area boundary

1.30 The conservation area boundary [see Figure 4] has not changed since it was designated in 1982. It centres on the main part of the Mapesbury Estate and the principal routes.

1.31 The attractive brick houses with their pleasing detailing are set in a tree lined streetscene of low front boundary brick walls and tall square entrance pillars. The same richness of design and street setting can be seen in the adjoining roads north and east of the boundary. Although the retail premises on Cricklewood Broadway and Shoot-Up-Hill pre-date the development of the Mapesbury Estate, they form part of the history of the area, and are of similar high architectural quality.

1.32 The boundary review was undertaken using the methodology in Historic England's advice note on Conservation Area Appraisal, Designation and Management (2019).

1.33 An initial site visit was undertaken in July 2021 and a further visit in January 2023. Previous visits were undertaken to assess the area throughout 2018 and 2019 in preparation for the Historic Environment Place-making Strategy.

1.34 To ensure a consistent approach, the areas proposed for designation were identified on the basis that they shared a common character, quality and architectural significance with the existing conservation area. The objective was to understand and articulate exactly why the area is special and what elements within the area contribute to this special quality and which do not.

1.35 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. 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 11: Streetscape on Sheldon Road

4






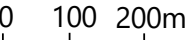
EXTENSION TO MAPESBURY
CONSERVATION AREA: SUMMARY OF
SPECIAL INTEREST

Extension to Mapesbury Conservation Area: summary of special interest

Background

1.36 The adjacent map identifies buildings and roads that are being considered for inclusion within the Mapesbury Conservation Area. The map should aid the reader in locating individual properties and should be read in conjunction with the appraisal text.

KEY

-  Properties mentioned in this appraisal
-  Buildings
-  Roads
-  Rail
-  N
-  0 100 200m

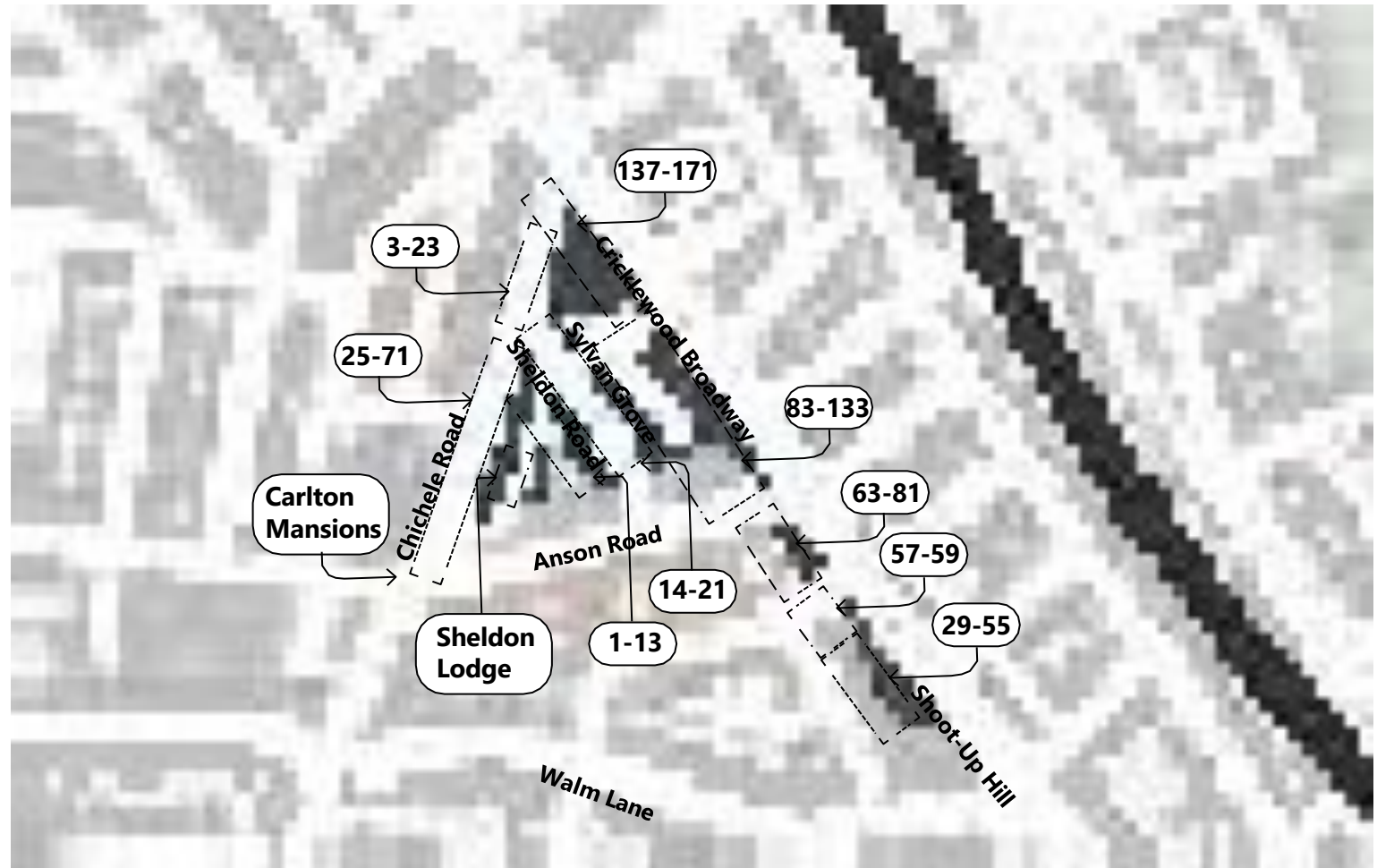


Figure 12: Location of properties that are mentioned in this appraisal

Extension to Mapesbury Conservation Area: summary of special interest

Background

- 1.37 This section summarises the 'special historic interest' of the proposed conservation area extension as defined by Historic England's Understanding Place: Conservation Area Designation, Appraisal and Management guidance document (2019).
- 1.38 When originally designated in 1982 the properties lying outside the western boundary were considered to be 'generally undistinguished.' Furthermore, the Cricklewood Broadway properties were considered to be an 'entity entirely separate' from the more domestic architectural appearance of the Mapesbury Estate. Neither were therefore included. However, following a consultation on the Mapesbury Design Guide in 2017 it was identified that there were a number of properties at the junctions and

at the entrance 'gateways' to the Mapesbury Conservation Area which merited inclusion.

- 1.39 Although the retail premises on Cricklewood Broadway and Shoot-Up-Hill pre-date the development of the Mapesbury Estate they were mostly designed by the same architects and have the same architectural features. They have the same character and style and form part of the same history and development of the area. In addition, they are part of the setting of Mapesbury Estate and are almost a complete parade of retail and commercial terraces.
- 1.40 The insufficient protection of these buildings is degrading their individual architectural character but also that on the edge of the Mapesbury Estate.



Figure 13: The Windmill hotel building adjacent to 59-61 Cricklewood Broadway that make a positive contribution to the character of the area

Extension to Mapesbury Conservation Area: summary of special interest

Appraisal: Chichele Road

- 1.41 The original land owners were All Souls College. Chichele Road is named after a fellow of the college: Henry Chichele, Archbishop of Canterbury (1414–43).
- 1.42 A small section on the east side of Chichele Road is not already in the Mapesbury Conservation Area. These properties, 25 – 71 Chichele Road (odd), are identical to those in Anson Road. They were designed and built by the developer Alexander McBain. For the most part they still retain their decorative features.
- 1.43 They were constructed in red brick with slate roofs. They also have tall corbelled chimneys with intricate detailing, decorated bargeboards, double height canted bays and pretty circular front dormers. Moreover, they are highly decorative with picked-out stone work scrolls to the bays and door surrounds. Most have their timber casement windows and double timber front doors. The majority also have their front boundaries maintained as well as front gardens [Figure 14].



Figure 14: Buildings set back behind verdant front gardens are a characteristic of the Chichele Road

Extension to Mapesbury Conservation Area: summary of special interest

Appraisal: Chichele Road

- 1.44 Carlton Mansions is an apartment block in the same style as the houses in the road with similar decorative detailing, featuring pretty metal balconettes. Together with its front boundary hedge, it is an attractive landmark of the estate [see Figure 15].
- 1.45 3-23 Chichele Road were part of the original Mapesbury Estate and were constructed by 1915. The best retain their original half-timbering and tall chimneys. However, many have been substantially altered. These, as well as Sylvan Grove (from the 1980s), are proposed for inclusion for completeness of the boundary. Exclusion could have a significant impact on the conservation area should they be redeveloped [see Figure 16].



Figure 15: Carlton Mansions



Figure 16: Houses on Sylvan Grove

Extension to Mapesbury Conservation Area: summary of special interest

Appraisal: Sheldon Road

- 1.46 Sheldon Road was named after a fellow of the All Souls College: Warden Gilbert Sheldon (Archbishop of Canterbury 1663-1677).
- 1.47 The northwest side of Sheldon Road, 1-13 (cons), has more of the same style terraced houses by developer Alexander McBain having the same architectural features. All retain their attractive front gardens, boundary walls and original front doors. Their rhythm of attractive gables and chimneys is a feature of the street.
- 1.48 Tucked behind is Sheldon Lodge, a double fronted property, grand in scale and of a matching style to the Sheldon Road houses. It has fine pargetting to its gables [see Figure 17].
- 1.49 Opposite, 14-21 (cons), the houses are of a different style and design. These are more like the houses on St Gabriels Road with double-height bay windows with projecting gables, flat roof porches, tessellated tiled paths and clinker front garden walls. They are particularly well preserved with original windows and front doors. The battered clinker front walls and piers are a feature of the street.



Figure 17: Sheldon Lodge



Figure 18: 14-21 consecutive Sheldon Road

Extension to Mapesbury Conservation Area: summary of special interest

History of Cricklewood Broadway

1.50 A small settlement at the junction of Cricklewood Lane and the Edgware Road was established by 1294, which by 1321 was called Cricklewood.

1.51 The area of the hamlet east of Watling Street was in the ancient parish of Hendon (now part of Barnet), and the area to the west was in the ancient parish of Willesden (now part of Brent). As the settlement spread south it extended into the ancient parish of Hampstead (now part of Camden, on the east side of Watling Street).

1.52 By the 1750s the Crown [Figure 19] was providing for coach travellers. By the 1800s it had a handful of cottages and Cricklewood House as neighbours, and was known for its 'pleasure gardens' alongside and behind. By the 1860s there were a number of substantial villas along the Edgware Road starting with Rockhall Lodge.

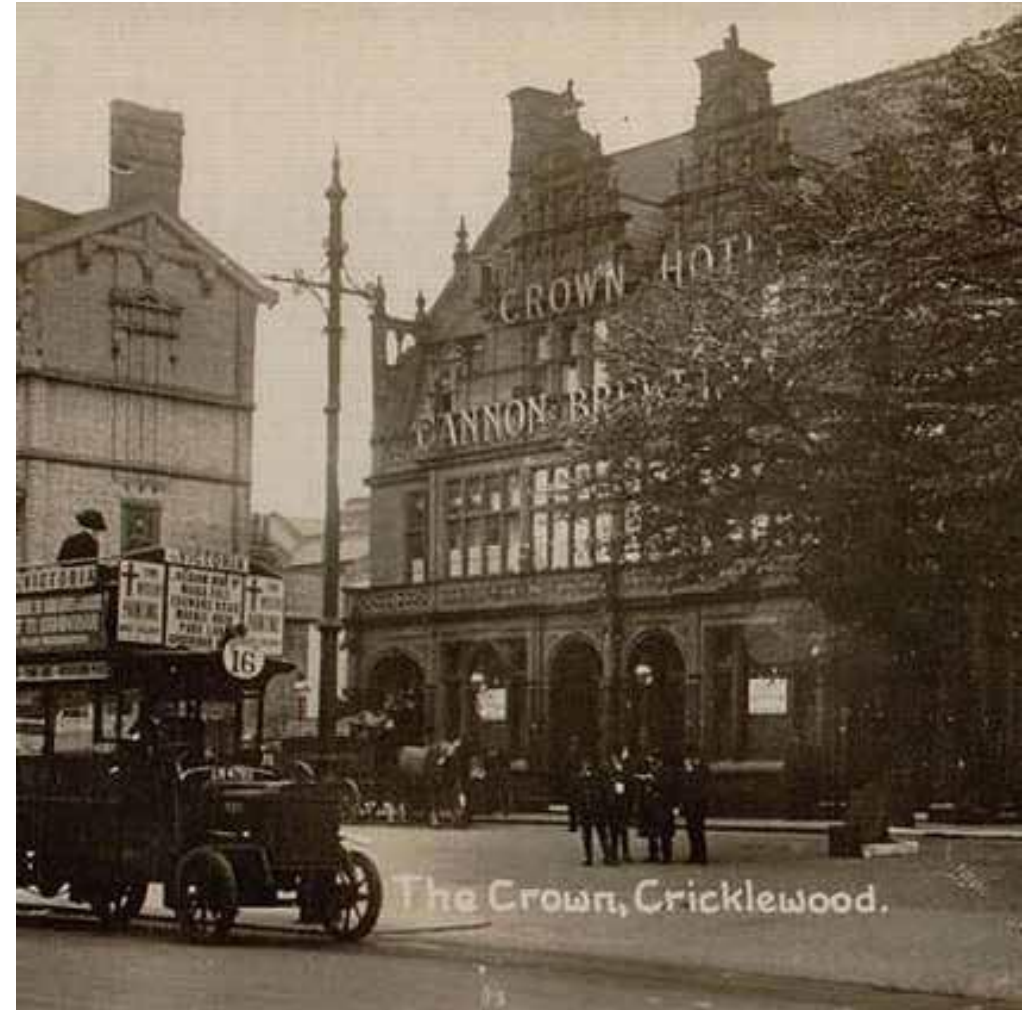


Figure 19: The Crown Hotel in 1920

Extension to Mapesbury Conservation Area: summary of special interest

History of Cricklewood Broadway

- 1.53 Much of the land to the west of Edgware Road was part of the estate of All Souls College, Oxford.
- 1.54 Childs Hill and Cricklewood Station, later renamed Cricklewood, opened in 1868. In the summer of 1881 the Midland Railway Company moved its locomotive works from Kentish Town to the new 'Brent Sidings', and in October of the same year it was announced that new accommodation for its workers, now known as Railway Cottages (in Barnet) would be provided.
- 1.55 The London General Omnibus Company commenced services to Regent Street from the Crown in 1883. In addition, between 1910 and 1914, a 'metropolitan electric' style shopping parade was constructed, along both sides of Edgware Road to coincide with the rapidly expanding Metropolitan Electric Tramways from Cricklewood to Edgware via Hendon.
- 1.56 Cricklewood Broadway thus became a retail centre replacing the large Victorian villas in the area.



Figure 20: 59-167 Cricklewood Broadway, c1910



Figure 21: 59-167 Cricklewood Broadway now

Extension to Mapesbury Conservation Area: summary of special interest

Appraisal: Cricklewood Broadway

1.57 The corner of Chichele Road, the gateway to the Mapesbury Estate, starts with numbers 173–191 Cricklewood Broadway [Figure 22]. A Victorian shopping parade with commercial accommodation above. It has well detailed shopfronts with granite pilasters and foliated capitals featuring flowers, leaves and rams heads.

1.58 The upper façade is in red brick with stone dressings and string courses. It has a deep overhanging cornice and pedimented dormers with swag panels between flanking globes. At the corner to Chichele Road, an oriel window with bullhead bust is a highlight. At roof level it is topped with a turret and elaborate cast iron finial. It is a highly attractive landmark building in the area.

1.59 Opposite, an attractive well preserved Edwardian commercial building with a curved frontage, 169–171 (odd) Cricklewood Broadway. It was constructed for London's South Western Bank Limited, featuring original stucco pilasters to the shopfront [Figures 20 & 21].

1.60 Above, the pilasters continue in red brick to a projecting stuccoed cornice. First and second floors have original timber sliding sash windows set within pilastered surrounds. The curved corner features roughcast and attractive strapwork panels with lion mask motifs. The parapet is carried up to form a fourth floor featuring gabled pedimented dormers and windows. The central blocking course used to have the word 'BANK' picked out.



Figure 22: 173-191 Cricklewood Broadway

Appraisal: 59-167 Cricklewood Broadway

- 1.61 The rest of the Broadway then continues with a long commercial terrace in red brick with red terracotta dressings. These are described as 'metropolitan electric' style in *A History of the County of Middlesex: Volume 7* as they were constructed at the same time as the Metropolitan Electric Tramways infrastructure.
- 1.62 The terraces are synonymous with the houses within the Mapesbury Estate being constructed at the same time (between 1895–1905) by the same builders, including Callow and Wright, Charles Cheshir and John Neal and Company. They were also built to serve the expanding local area at the turn of the century. The façades share the same architectural vocabulary and construction details. The pilasters in the upper floors have identical terracotta relief panels.
- 1.63 The shopping parade is one of the best preserved in the Borough. Its quality and intactness compares well to those designated within the Willesden Green Conservation Area.
- 1.64 The parade on the Brent side is also more complete than the side within Camden (which are locally listed). The shopfronts generally survive quite well. The decorative foliated Corinthian pilasters have busts peering-out at their centre. The rest of the shopfronts feature dentiled cornice, bracketed corbels and fascia. A number of the original timber shopfronts remain as well as timber front doors giving access to the accommodation at upper levels.
- 1.65 The upper storeys provide two levels of accommodation and are three bays wide divided by brick pilasters and terracotta relief panels. Three windows at each level have stucco key stones and projecting brick aprons. The original windows were sliding sash and a number remain.
- 1.66 The whole façade is very lively, divided horizontally by stucco and moulded brick string courses. At roof level, a continuous corbeled and dentiled projecting cornice above which a decorative cast iron railing forms a parapet. The roofs are generally pitched or flat with tall chimneys. The terrace creates a striking piece of townscape with strong repetition and horizontal emphasis.
- 1.67 Post-War infill development, 123-129 (odd) Cricklewood Broadway is included for completeness. These properties are not of special interest.
- 1.68 The rear elevations of the Broadway feature two storey outriggers with pitched slated roofs. These form an attractive rhythm at the rear with tall chimneys. They form an important backstop and juxtaposition to the Mapesbury Estate and the existing conservation area.

Extension to Mapesbury Conservation Area: summary of special interest

Cricklewood Broadway



121-83

129-1

Figure 23: 83-171 Cricklewood Broadway



29-41

45-55

57-61

Figure 24: 29-81 Cricklewood Broadway



23 ——— / 131-131 / ——— 171-137 ——— /



————— / **Keyes Rd** ——— / ——— **63-81** ——— / **Anson Rd** /

Extension to Mapesbury Conservation Area: summary of special interest

- 1.69 The corner of Keyes Road was originally a bank and its Portland stone Ionic ordered pilastered shopfront remains. The commercial parade ends at this point with the former Windmill Inn.
- 1.70 The Windmill [Figure 25] is on the site of an earlier inn. Its attractive Victorian architecture features a segmental Flemish gable with flanking pinnacles. The ground floor still retains its granite pilastered and timber glazed shopfront windows with pretty red and green leaded fanlights. The building is virtually as constructed with large pedimented main entrance on granite pilasters. More granite pilasters divide up the ground floor windows and corner entrance.
- 1.71 It features a large red sandstone central oriel window under towering Dutch gable with oculus and terracotta heraldic cartouche. The first floor windows are also in red sandstone divided by thick mullions. There are windmill motifs all over including the carved tympana within the dormers.
- 1.72 Alongside, 45-55 (odd) Cricklewood Broadway, a short Victorian terrace of 6 houses set back from the road with their front gardens infilled to create a row of shops. These properties predate Cricklewood Broadway and were constructed in London stock brick with stucco dressings.
- 1.73 The next parade, 29-43 (odd) Cricklewood Broadway, continues with more of the red brick 'metropolitan electric' terrace featuring the same brickwork and terracotta and foliated Corinthian capitals.
- 1.74 At this point the quality of the architecture for the commercial parade is of limited significance and is not considered to have the same high standard as the existing Mapesbury Conservation Area or that of the proposed extension. Bentley Court dates from 2016. 7-17 (odd) Cricklewood Broadway, dates from 1915 and although it has some interesting features, it has been largely altered in an unsympathetic way. Likewise, 1 Cricklewood Broadway, a former 19th Century villa which has been altered and extended.

Extension to Mapesbury Conservation Area: summary of special interest

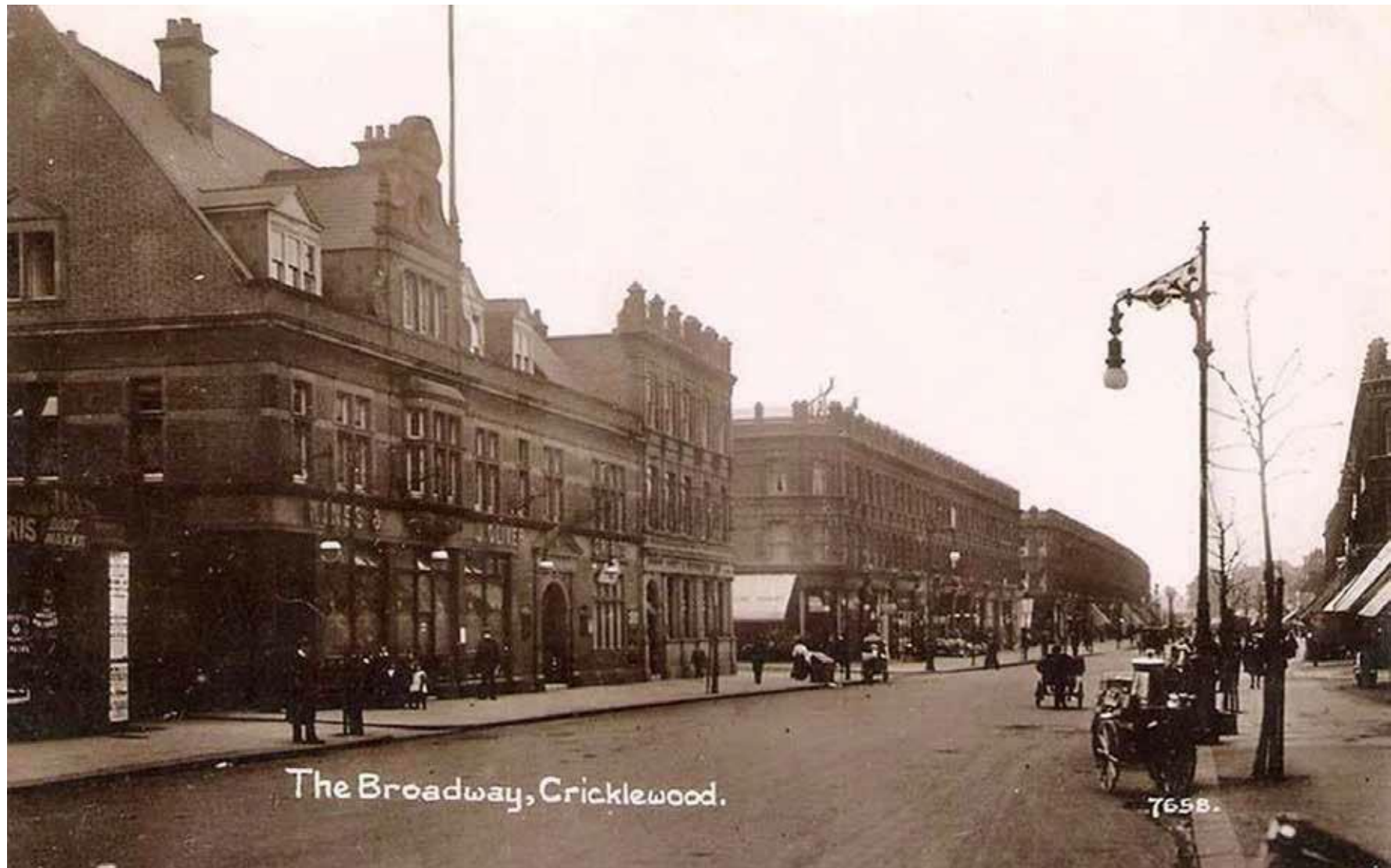


Figure 25: The Windmill Public House and Cricklewood Broadway c1900

5

CONCLUSION

Conclusion

- 1.75 The Mapesbury Conservation Area is characterised and is significant because it remains largely unaltered. Its turn of the century town houses are of high architectural quality.
- 1.76 When originally designated in 1982 the properties lying outside the western boundary were considered to be 'generally undistinguished.' Furthermore, the Cricklewood Broadway properties were considered to be an 'entity entirely separate' from the more domestic architectural appearance of the Mapesbury Estate. Nether were therefore included. However, following a consultation on the Mapesbury Design Guide in 2017 it was identified that there were a number of properties at the junctions and at the entrance 'gateways' to the Mapesbury Conservation Area which merited inclusion as well as Cricklewood Broadway.

1.77 A small section of the west side of Chichele Road is not already in the Mapesbury Conservation Area. For the most part they still retain their decorative features and would make a positive contribution to the existing conservation area. Sheldon Road formed part of the original Mapesbury Estate and has similar properties of high architectural significance warranting inclusion in the conservation area.

1.78 The properties identified below on the Cricklewood Broadway are of high architectural significance warranting inclusion in the Mapesbury Conservation Area.

1.79 The corner of Chichele Road, the gateway to the Mapesbury Estate, starts with numbers 173–191 Cricklewood Broadway. A Victorian shopping parade with commercial accommodation above, topped with a turret. It is a landmark building. Opposite, an attractive well preserved Edwardian

commercial building with a curved frontage. The rest of the Broadway then continues with a long commercial terrace in red brick with red terracotta dressings. These are described as 'metropolitan electric' style in *A History of the County of Middlesex: Volume 7* as they were constructed at the same time as the Metropolitan Electric Tramways infrastructure. The whole façade is very lively, divided horizontally by stucco and moulded brick string courses. Together with the Windmill, these terraces are some of the architecturally finest and unified examples in Brent.

1.80 After 43 Cricklewood Broadway, the quality of the architecture for the commercial parade is of limited significance and is therefore not recommended for inclusion in the conservation area.

Recommendation

- 1.81 It was recommended that consultation be undertaken on the proposed boundary changes to the Mapesbury Conservation Area as set out in this report.
- 1.82 This was undertaken and Brent's Cabinet approved the extension to the Mapesbury Conservation Area on 28th May 2024.
- 1.83 The consultation responses were given the fullest consideration, and amendments made to the new boundary of the Mapesbury Conservation Area as deemed reasonable and necessary.
- 1.84 This report forms a character appraisal for the Mapesbury Conservation Area.

Maintaining the special architectural and historic interest of the Mapesbury Conservation Area

- 1.85 One of the defining elements of the Mapesbury 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.
- 1.86 Quality of materials: The Council will, where possible, require that materials proposed are submitted as part of the application and not as a condition.
- 1.87 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.

- 1.88 The quality of the Mapesbury 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.

Image credits

Images @ Brent Council unless stated

Figure 5: ©Crown copyright and Landmark Information Group

Figure 6: ©Crown copyright and Landmark Information Group

Figure 7: Merge of Historic England Archive (RAF photography)

Figure 9: Brent Archive

Figure 19: Brent Archive

Figure 20: Brent Archive

Figure 25: Brent Archive

Authorship

Project lead and main author: Mark Price, Principal Heritage Officer

Survey and street analysis: Jordan Henderson

Special thank you to Alison Harman of the Willesden Green Library Archive team for the research support. Mark Price, Principal Heritage Officer

