



38-40 Avenue Road,
St John's Wood, NW8

Archaeological Desk-based Assessment





**38-40 AVENUE ROAD
ST. JOHN'S WOOD, NW8
LONDON BOROUGH OF CAMDEN**

Archaeological Desk-based Assessment

Prepared for

Swiss Cottage (38 & 40) Properties Limited

by

WA Heritage

Unit 113

The Chandlery

50 Westminster Bridge Road

London

SE1 7QY

Report reference: 68010.1

January 2008

*© Wessex Archaeology Limited 2008 all rights reserved
Wessex Archaeology Limited is a Registered Charity No. 287786*

**38-40 AVENUE ROAD
ST. JOHN'S WOOD NW3
LONDON BOROUGH OF CAMDEN**

Archaeological Desk-based Assessment

Contents

Summary

Acknowledgements

1	INTRODUCTION	1
1.1	Project Background	1
1.2	Landscape and Geology	1
2	METHODOLOGY	2
2.1	Scope	2
2.2	Research	2
2.3	Legislative and Planning Background	4
3	ARCHAEOLOGICAL AND HISTORICAL BACKGROUND.....	7
3.1	Prehistoric (500,000BC-43AD).....	7
3.2	Romano-British (43AD-410AD).....	7
3.3	Saxon (AD410-1066) and Medieval (1066-1500).....	7
3.4	Post Medieval (1500-1700).....	8
3.5	Early 19th Century	8
3.6	Mid-Late 19th Century.....	9
3.7	20th Century	10
3.7	Cultural Heritage Definitions	11
4	EXISTING AND POTENTIAL ARCHAEOLOGICAL IMPACTS.....	11
4.1	Potential Impacts	11
4.2	Existing Impacts	12
5	ARCHAEOLOGICAL POTENTIAL	13
5.1	Introduction.....	13
5.2	Legislative and Planning Constraints	13
5.3	Archaeology.....	13
6	CONCLUSIONS AND RECOMMENDATIONS	14
6.1	Summary of Archaeological Constraints	14
6.2	Further Works and Mitigation	14
7	REFERENCES	15
8	APPENDIX 1- GAZETTEER OF SITES AND FINDSPOTS	17

List of Figures

- Figure 1** Site Boundary
Map regression
- Figure 2** **A.** 1834 Tithe Map with approximate Site location
 B. 1866 Ordnance Survey Map
- Figure 3** **C.** 1937 Ordnance Survey Map
 D. 1957 Ordnance Survey Map

List of Plates

- Plate 1** Front of House
- Plate 2** Garden and Pond
- Cover** View of extant property at 38-40 Avenue Road. Looking north from Avenue Road

**38-40 AVENUE ROAD
ST. JOHN'S WOOD, NW3
LONDON BOROUGH OF CAMDEN**

Archaeological Desk-based Assessment

Summary

Wessex Archaeology was commissioned Swiss Cottage (38 & 40) Properties Limited to undertake an Archaeological Desk-Based Assessment of a Site at 38 and 40 Avenue Road, St John's Wood, London.

The Site lies under the jurisdiction of Camden Borough Council and is centred on National Grid Reference (NGR) 527118, 183777, to the West of Primrose Hill. At present the Site comprises a house on plot 40 which incorporates a landscaped garden on plot 38. Development at the Site will necessitate the demolition of the current building and construction of two detached buildings with double basements. Ground intrusion across the Site is envisaged to facilitate the basements, foundations, infrastructure and a swimming pool on lower ground floor. Analysis carried out by Manhire Associates indicates that there has been prior ground intrusion, most probably basements, subsequently filled.

The Site covers an approximate area of 25 by 35 metres. A circular Study Area extending for 1km from the Site centre has been considered in order to provide an archaeological and historical context for interpretation. There are no Scheduled Monuments within the Study Area and the Site is within the Elsworth Conservation Area as defined in Camden Borough Council's UDP. There are approximately 100 Listed Buildings within the Study Area; these are not dealt with in this report.

Archaeological and historical evidence reflects human presence in the Study Area from the early prehistoric period through to the present day. The proposed developments on the Site would necessitate further, extensive, ground intrusion which may have a potential impact on any surviving archaeological materials. There is evidence for the survival of prehistoric archaeological remains in the surrounding area, however, investigations within the immediate Study Area are sparse and this is reflected in a rarity of remains. Cartographic analysis makes it possible to trace the transition of the Site from a landscape of peripheral fields and farmsteads developed in the later Medieval period, to an area of rapid residential development in the mid 19th Century following the advent of the Railway. The Site itself has experienced two subsequent periods of dramatic change: when the house on plot no. 38 was demolished and landscaped (depicted on the 1937 Ordnance Survey) and in the construction of a rear extension (depicted on the 1996 map). The style of the extant house suggests that it has been remodelled sometime in the 1970s – there is no evidence to suggest that the house footprint or Site boundary was altered at this time.

Overall, a **low-moderate** potential for the survival of archaeological deposits within the Site footprint has been identified. This conclusion reflects the low level of archaeological investigation within the Study Area, as well as the lack of significant historical activity. Specifically, there is a **low** potential for the recovery of Prehistoric and associated remains and a **moderate** potential for the survival of pre-existing 18th and 19th century structures at plot 38 depicted on 19th century mapping.

Further Works and Mitigation

This assessment has established that the Site is situated in an area of **low-moderate** archaeological potential, occupying a peripheral location in terms of more significant historical activity. It is therefore, not anticipated that mitigation strategies involving archaeological investigation will be required. This assessment would require agreement with English Heritage (Greater London Archaeological Advisory Service).

**38-40 AVENUE ROAD
ST. JOHN'S WOOD, NW3
LONDON BOROUGH OF CAMDEN**

Archaeological Desk-based Assessment

Acknowledgements

WA Heritage was commissioned by Swiss Cottage (38 & 40) Properties Limited to undertake this report. WA Heritage would like to thank Schalk Van Vuuren of Norman Rourke Pryme for all his assistance in this regard. WA Heritage would also like to thank Steve Ellwood, SMR Officer for the Greater London Sites and Monuments Record and the staff at the Camden Local Studies and Archives Library for their assistance in the compilation of this report.

This report was researched and compiled by Alice Hobson and the illustrations were prepared by Kitty Brandon. The Site visit was undertaken by Alice Hobson and Katharine Barber. The project was managed for WA Heritage by Lawrence Pontin.

**38-40 AVENUE ROAD
ST. JOHN'S WOOD, NW3
LONDON BOROUGH OF CAMDEN**

Archaeological Desk-based Assessment

1 INTRODUCTION

1.1 Project Background

1.1.1. WA Heritage was commissioned by Swiss Cottage (38 & 40) Properties Limited to undertake an archaeological desk based assessment of a Site at 38-40 Avenue Road, (Plate 1 and Figure 1 – hereafter ‘the Site’). The Site lies under the jurisdiction of Camden Borough Council and is centred on the National Grid Reference (NGR) 527118, 183777.

1.1.2 The following report addresses the presence of, and the potential for, buried archaeology within the Site boundary as outlined in **Figure 1**. To date no evidence has been found during the research process that indicates any prior archaeological survey of the Site and immediate surrounds, though there are a small number of archaeological finds scattered over the wider Study Area of 1 km (centred on the Site – see Gazetteer).

1.1.3 Development proposals available at the time of writing involve the demolition of the existing 1930s structure (believed to have been remodelled in the 1970s and 1990s) on plot 40 Avenue Road. Two new detached houses will then be constructed on the Site; each house will comprise a 2 storey basement and landscaped garden to the rear.

1.2 Landscape and Geology

1.2.1 The Site is situated on the Eastern side of Avenue Road, adjacent to the Western edge of Primrose Hill. Avenue Road runs from Macclesfield Bridge, Regent's Park, through Swiss Cottage towards Hampstead.

1.2.2 The Southern end of Avenue Road is within the Borough of Westminster, whilst the Northern part, and the Site, are situated in the London Borough of Camden.

1.2.3 The Site incorporates Nos. 38 and 40 Avenue Road. It is bounded to the north-west, north-east and south-east by residential properties and to the south-west by Avenue Road

1.2.4 Avenue Road has a gentle gradient, the highest point being to the north, at Hampstead and sloping southwards towards Regent's Park.

1.2.5 The Avenue Road Site is situated on London Clay Bed formations, clay which ‘is silty in part, with the lower part sandy in the East’ (British Geological Survey, Sheet 256, 1994).

- 1.2.6 The Clay beds stretch over most of North London and cover the whole of the St. John's Wood region. The wider Study Area of 1km does not reach beyond this geological deposit.
- 1.2.7 The original course of the Tyburn River is reported to run approximately 100 metres north-west of the Site (GCG survey, 2007). The Tyburn's source is to the north, on Hampstead Heath, from where it traverses through Regents Park to Westminster, meeting the River Thames at Vauxhall Bridge, Pimlico.
- 1.2.8 Geotechnical investigations undertaken on the Site in 2007 showed that the Site is based on London Clay covered by modern made ground which is up to 2.3m in depth where 19th century basements were backfilled during the Site's redevelopment in the 1930's (Manhire Associates Geo-Environmental Ltd).

2.0 METHODOLOGY

2.1 Scope

- 2.1.1. The aim of this assessment is to detail the known information relating to sub surface archaeology at the Site and to assess the potential for the presence of previously unknown elements that may be impacted by the proposed development.
- 2.1.2 The archaeological resource within a 1km circular Study Area (**Figure 1**) of the Site centre has been considered in order to provide a context for the discussion and interpretation of the known and potential resource.
- 2.1.3 A brief summary of the sources consulted is given below.

2.2 Research

- 2.2.1 Various publicly accessible sources of primary and synthesised information were consulted.

Greater London (GLSMR) Sites and Monuments Record

- 2.2.2 English Heritage maintains a database of archaeological sites and finds spots for the 33 London boroughs. All records within the Study Area were examined. A synthesised summary is presented as **Appendix 1**.

- 2.2.4 SMR's are not a record of all surviving elements of the Historic Environment but a record of the discovery of a wide range of archaeological and historical components of the Historic Environment. The information held within them is not complete and does not preclude the subsequent discovery of further elements of the Historic Environment that are at present unknown.

Legislative and Planning Documents

- 2.2.5 The Camden Unitary Development Plan (UDP) sets out the council's planning policies, and provides the basis for all the council's planning decisions. Camden's UDP was adopted in June 2006. These plans were consulted to inform of any existing development controls relating to the historic environment. The UDP has been prepared in accordance with national guidelines including Planning Policy Guidance (PPG) Notes 15 and 16.

- 2.2.6 The results of a review of this legislation and where relevant details of any statutory designations such as Conservation Areas are included in Section 3 of this report.

Documentary Sources

- 2.2.7 A search of other relevant primary and secondary sources was carried out via the Greater London Sites and Monuments Record, at the Camden Local Studies and archives centre, on line and in Wessex Archaeology's own library. The sources consulted are listed in the References (**Section 7**).

Cartographic Sources

- 2.2.8 A search of historic manuscripts and Ordnance Survey maps was undertaken. The study of maps and other associated historical sources helps to clarify the archaeological potential of the Study Area in two ways. Firstly, it suggests aspects of the medieval and later land-use prior to its modern development. Secondly, it pinpoints areas within the Study Area which, as a result of that development, are likely to have become archaeologically sterile. The maps relevant to the Site are listed in the References section (**Section 7**).

Aerial Photographs

- 2.2.9 Under certain conditions sub-surface archaeological features can be visible on Aerial Photographs (AP's). Given the urban setting of the Site, aerial photography would provide no additional historic information regarding the Study Area.

Site Visit

- 2.2.10 The Site was visited on Monday 10th December 2007. The aim of the visit was to assess the general aspect, character, condition and setting of the Site and to identify any potential impacts not evident from sources. A photographic record of the visit was made and is held in the project archive, selected images are included in the report (**Plates 1 & 2**).

Best Practice Guidance

- 2.2.11 This assessment has been carried out in accordance with the Institute of Field Archaeologists' Standards and Guidance for Archaeological Desk-Based Assessment (IFA 2001).

Assumptions

- 2.2.12 The GLSMR data consists of secondary information derived from varied sources, only some of which have been directly examined for the purposes of this Study. The assumption is made that this data, as well as that derived from other secondary sources, is reasonably accurate. The SMR data concerning Listed Buildings has been cross referenced with information from English Heritage Listed Buildings Online. The information is available to registered users and is stated to be 'complete, but has not yet been fully assured'.

2.3 Legislative and Planning Background

National Legislation and Planning Guidance

Archaeology

2.3.1 National legislation concerning the protection of, and proposed developments on or near, areas of archaeological significance is the Ancient Monuments and Archaeological Areas Act 1979 (as amended). This act provides for nationally important archaeological sites to be statutorily protected as Scheduled Ancient Monuments (SAM's). Under this act Scheduled Monument Consent (SMC) must be sought for any works which may affect a designated Scheduled Monument

2.3.2 The principal national guidance on the importance, management and safeguarding of the archaeological resource within the planning process is Planning Policy Guidance Note 16: Archaeology and Planning (PPG 16) issued by the Department of the Environment in November 1990. The underlying principle of this guidance is that archaeological resources are non-renewable, stating that:

...Where nationally important archaeological remains, whether scheduled or not, are affected by proposed development there should be a presumption in favour of their physical preservation. (Para. 8)

2.3.3. Paragraph 19 states:

In their own interests...prospective developers should in all cases include as part of the research into the development of a Site...an initial assessment of whether the Site is known or likely to contain archaeological remains.

2.3.4 Paragraph 22 adds:

Local Planning Authorities can expect developers to provide the results of such assessments ...as part of their application for Sites where there is good reason to believe there are remains of archaeological importance.

2.3.4 In addition paragraph 25 advises:

Where planning authorities decide that the physical preservation in situ of archaeological remains is not justified in the circumstance of the case...it would be entirely reasonable for the planning authority to satisfy itself, before granting planning permission, that the developer has made appropriate and satisfactory provision for the excavating and recording of the remains. Such excavation and recording should be carried out before the development commences, working to a project brief prepared by the planning authority and taking advice from archaeological consultants.

Conservation Areas, Listed Buildings and Historic Parks and Gardens

2.3.5 Guidance on the protection of historic buildings, conservation areas and historic parks and gardens is detailed with the Planning Policy Guidance Note 15: Planning and the Historic Environment (PPG15) issued by the Department of the Environment in 1994.

2.3.6 Within the 1km Study Area both Primrose Hill and Regent's Park are included within the English Heritage Register of Parks and Gardens of special historic interest.

2.3.7 Inclusion on the register does not offer statutory protection, however, PPG15 states that local planning authorities should ensure the protection of registered parks and gardens when preparing development plans and in determining planning applications:

"The effect of proposed development on a registered park or garden or its setting is a material consideration in the determination of a planning application" (PPG15 para. 2.24).

2.3.8 As previously noted, this report does not deal with listed buildings. However, the study zone is within a Conservation Area. Listed Buildings and Conservation areas are given statutory protection under the 1990 Planning Act.

Regional Planning Guidance

2.3.9 The London Plan: Spatial Development Strategy for Greater London was published in 2004 and sets out the Mayor's strategic plan for "an integrated social, economic and environmental framework for the future development of London, looking forward 15–20 years." The legislative onus is devolved to unitary borough councils to ensure that the strategic plan is implemented. Sections 4.60-62 deal with the management of the built heritage and archaeology of London. The relevant policies are summarised below:

2.3.10 Policy 4B.10 sets out the Mayor's strategic plan to protect the built environment, stating that "UDP policies should seek to maintain and increase the contribution of the built heritage to London's environmental quality, to the economy, both through tourism and the beneficial use of historic assets."

2.3.11 Policy 4B.11 covers heritage conservation and states that the enhancement of the historic environment is based on a full understanding of the special character of historic assets and their landscape setting.

2.3.12 Policy 4B.14 states that the Mayor in conjunction with borough councils and English Heritage will protect the archaeological resource in London. UDPs are to contain adequate legislative provision to ensure the protection of archaeological remains and the enhancement of their interpretation.

Borough Planning Guidance

2.3.13 The Camden Unitary Plan (UDP) sets out the Council's planning policies, and provides the basis for all the Council's planning decisions. Camden's UDP was adopted in June 2006. Relevant Policies are included below:

Archaeology (including Archaeological Priority Areas)

2.3.14 **UPD Policy B8** relates to archaeological sites and monuments within the Borough of Camden. The policy states that:

A - Sites and monuments of national archaeological importance

"When considering development close to sites and monuments of national archaeological importance, including scheduled ancient monuments, the Council will seek the physical preservation of the archaeological features and their settings".

B - Sites and monuments of archaeological importance

"The Council will only grant consent for development where acceptable measures are undertaken to preserve remains of archaeological importance and their settings. Developers should adopt measures that allow such remains to be permanently preserved in situ. Where this cannot be achieved, no development shall take place until satisfactory excavation and recording of the remains has been carried out."

- 2.3.15 Further to the above, other relevant points include the UDP Policy revision statements (2006) concerning Archaeological Priority Areas, two of which are within the Study Area. Of particular concern are the following statements within the UDP Built Environment subdivision; Section Three:

"Within archaeological priority areas and for Sites of archaeological potential, the Council may require an archaeological field evaluation to be carried out before a planning application is determined". (para 3.78, p. 68)

Conservation Areas

- 2.3.16 UDP **Policy B7** relates to Conservation Areas within the Borough of Camden. The following sections are particularly relevant to this Study Area and its wider context:

A – Character and Appearance:

"The Council will only grant consent for development in a conservation area that preserves or enhances the special character or appearance of the area. The Council will not grant planning permission for development outside of a conservation area that it considers would cause harm to the conservation area's character, appearance or setting".

B – Demolition of Unlisted Buildings

"The Council will not grant conservation area consent for the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area, unless exceptional circumstances are shown that outweigh the case for retention."

3.0 RESULTS: ARCHAEOLOGICAL AND HISTORICAL DEVELOPMENT OF THE SITE

3.1 Prehistoric (500,000 BC- 43AD)

- 3.1.1 The earliest known settlement in the area was on the high lands of Hampstead Heath and dates back to the Mesolithic age around 7000BC. More locally however, the prehistoric periods are very poorly represented within the Study Area. Vague evidence for prehistoric activity can be derived from an investigation undertaken in 2000 by Pre-Construct Archaeology (PCA) who uncovered residual flints (**WA1**). No further archaeological features were recovered during PCA's investigation.
- 3.1.2 Further evidence for other prehistoric activities within the confines of the Study Area is limited to a single find spot: an Iron Age coin (**WA2**); unfortunately further details of the context from which it was retrieved are not documented in the SMR record.
- 3.1.3 Prehistoric activity is commonly focused at prominent geographical locations; on rising or higher ground either side of river flood plains. Primrose Hill is the highest point within the Study Area and is referred to as a 'possible barrow' of unknown date in the SMR record (**WA18**).
- 3.1.4 As previously mentioned, there is some discrepancy as to whether the historic Tyburn River runs adjacent to the Site (as shown in *The Lost Rivers of London*, Burton, 1962). The GCG Hydrological Review (2007:5) states that the 'original course of the eastern spring...is reported as being about 100 metres northwest.' Such proximity to a riverine location holds an increased potential for the recovery of archaeological deposits for example occupation/hunting sites, fording points and votive sites.

3.2 Romano-British (43AD-410AD)

- 3.2.1 Evidence for this period is again sparse. A single find Spot (WA3) denotes archaeological evidence of Roman activity within the Study Area; in the form of an excavated Roman ceramic feeding bottle.
- 3.2.2 The Site lies east of the Romano-British Watling Street (which follows the line of the modern Edgware Road). Thompson (1974:5) suggests that the Study Area lay, '*wedged between what were two principle land routes to the North and North west for the entire period until the railways came.*'

3.3 Saxon (AD410-1066) and Medieval (AD 1066 -1499)

- 3.3.1 The Saxon and medieval periods are slightly better represented archaeologically within the Study Area. Supplementary background to the Site can also be pieced together from the historical record.
- 3.3.2 Prior to 1066 there is very sparse evidence for any occupation or use of the Site and locality. Evidence of the medieval occupation of the Site comprises a variety of archaeological Sites and find spots that confirm Thompson's assertion that medieval Hampstead and surrounds were 'monastic and agricultural...every acre was meadow or pasture' (1974:5).

- 3.3.3. The SMR data recognises Belsize Road as a medieval street (**WA5**), running from the corner of Pond Street to West End Lane. A Farmhouse and Farmstead (**WA6**) of medieval origin are also recorded on the SMR at Wellington Road. Both these roads are present on the 1679 map of Belsize manor and Rocque's 1741 Map of London.
- 3.3.4 The Domesday survey of 1086 references the manor of Rugmere 'recorded as small hamlets where the inhabitants ploughed the land and kept pigs in the forests' (Camden council website). Eskine Road, according to the SMR data falls within this boundary and stipulates that the Manor House (**WA4**) could be the site of the Medieval Old Chalk Farm Tavern.
- 3.3.5 During completion of the Domesday survey '*the area known as St John's Wood lay within the Manor of Lileston, held by a lady called Eideva from William the Conqueror himself*' (Winrebb and Hibbert, 1983:747). The land was then bestowed to the Knights of St John in 1312 following the dissolution of the previous owners; the Knights Templar (ibid). It is from this association that the area retains its name today despite the fact that the land changed hands many times during the Reformation.
- 3.3.6 **WA7** concerns the location of two possible lynchet sites that survive as earthworks on the south-western slopes of Primrose Hill denoting medieval period cultivation practices.
- 3.3.6 The medieval estate to the South of the Study Area known as Marylebone Park, dates from 1539 and is shown in Thomas Milne's land use map (1800) as 'Marylebone Park farm' (**WA8**).

3.4 Post-Medieval (1500-1799)

- 3.4.1 Archaeological records for the Post medieval periods within the Study Area are also sparse, compromising a combination of resources: both Sites and find spots. Sites **WA9** and **WA10** are briefly discussed in the SMR data as houses of significance. **WA9**, at 29 Avenue Road, being of particular importance due to its proximity to the Site. It is referred to as 'probably the oldest house on Avenue road' (Wade, 1978) but no further history is documented.
- 3.4.2 Due to the scarcity of the Post medieval record we can draw on other sources, particularly documentary and secondary. The Eyre family purchased 'the estate' supposedly compromising St John's Wood in 1732 (Winrebb and Hibbert, 1983:747). Winrebb and Hibbert also note that the land at this time was still forest and woodland in more than name (ibid). It is unclear where the estate boundary lay at this time since all records from the Eyre family have been lost.

3.5 Early 19th Century

- 3.5.1 The early 19th Century marks the further development of the wider St John's Wood milieu – St John's Wood Farm is first labeled on Newton's 1814 map of Hampstead. The SMR records are sparse, and include Regents Park (**WA16**) and the PCA evaluation previously mentioned, which uncovered 19th Century deposits (**WA 17**). The documentary history of the area therefore becomes increasingly valuable.

- 5.5.2 It is particularly unfortunate that the Eyre Estate records have been lost over time, since the Eyre family connection appears to have had considerable influence on the further development of St John's Wood into the early 19th Century.
- 5.5.3 The Eyre family began the first of several attempts to promote the construction of public roads through the estate. Finchley New Road and Avenue Road, are shown in Cruchley's 1829 New Plan of London (Victoria County History). According to Thompson (1974), the Eyre Estate reached up into Hampstead, its boundaries marked by what became Avenue Road, Swiss Cottage, Fairfax Road and Belsize Road. This is confirmed by the 1839 Tithe Map which draws Avenue Road – at this point still surrounded by farmlands – with a concentration of settlement to the North, at Hampstead (see **Figure 2**).
- 3.5.4 To the East of the Site, the land was owned by Eton College (Thompson 1974). This 1839 estate boundary is illustrated in the Tithe Map. The map confirms the rural situation of the Site during this period, whereby the road was still a route way rather than residential. The land owned by Eton College is recorded as 'fields' on the Tithe apportionment.
- 3.5.5. According to Wade (1973) Avenue Road was probably planned as an entrance to Nash's Regent's Park (**WA 8 & 16**). Indeed, the construction of the Regent's Canal (1813 onwards) provided impetus for the further development of St John's Wood and surrounds.
- 3.5.6 Between 1811 and 1827 architect John Nash redesigned the avenue as a setting for eight upmarket villa residences and 'Regents Park' became a fashionable residential estate. The plan to include the Prince Regent's Palace was however, abandoned in 1812.

3.6 Mid – Late 19th Century

- 3.6.1 Recommendations for the public opening of Regent's Park are recorded in 1834 (Barnet and Brighton, 1834) and in 1851 the parkland was transferred (by a Crown Land Act) for public use. During the First World War the park was requisitioned by the Ministry of War as a training base, it was during the Second World War however, that Nash's buildings were severely damaged.
- 3.6.2 The Victoria County History for Hampstead notes that *'in 1851 the estate...housed mainly the professional and commercial classes: merchants, an Italian banker, retired manufacturers, people of private means and some tradesmen, almost all with several servants.'* Avenue Road also housed a number of prominent individuals'; the writer James Buckingham (1786-1855), William Collins the landscape painter and his son, writer Wilkie Collins.
- 3.6.3 Royal Academy painters were also resident in no.38 Avenue Road: Norman Taylor (1868-77) and Charles Napier Kennedy (1886-94).
- 3.6.4 After 1851 a slighter lower class of housing development was initiated, Stanford's 1842 Map (not reproduced) illustrates that houses occupied most of the previously rural landscape between Avenue Road and Bridge Road (now Loudon Road). The Victoria County History of Hampstead (1989) attributes this to the geographical situation: *'to the West the land sloped to a*

shallow trough before rising again beyond the Eyre estate. The slope, together with the narrowness of the remaining Sites imposed by the railway and estate boundary, contributed to higher-density, mostly terraced housing.'

- 3.6.5 The development of the railway in 1868 gave impetus to further development of St John's Wood and the immediate vicinity of Avenue Road. Winrebb and Hibbert (1983) attribute the development of the Railway to the disturbance of 'the peaceful charm of the Wood...70 acres of the Eyre Estate and Harewood Square were wiped out and both north and south banks of the canal were destroyed'.
- 3.6.6 Cartographic evidence shows the first fully developed street plan at Avenue Road in 1866. At this point the Site comprises 2 plots: 2 detached houses with private gardens (**Figure 2**). No. 40's rear wall reaches to the Primrose Hill boundary whilst no. 38 has a smaller garden area, shared with Regent's Mews, accessible via Radlett Place.
- 3.6.7 There were no visible changes at the Site from 1866 until the mid 20th Century.

3.7 20th Century

- 3.7.1 At the turn of the 20th Century the development of lodging houses and other institutions were beginning to invade the larger residences. At Avenue Road, for example, a school for the blind, the Friedenheim hospital, the Home Treatment of Disease by Diet was also at no. 7, the Yoga School was at number 12 whilst the Theosophical Society was at no. 13 in 1903.
- 3.7.2 According to the Victoria County History (1989) houses continued to be built in Avenue Road between 1935-8. In probable conjunction with this there is a plot size change at the Site, visible on the 1937 Ordnance Survey Map (**Figure 3**). The rear wall of plots 40 and 38 was moved sometime between this survey and that of 1913, reducing the rear garden size. This map also shows a formation similar to the present day: house no. 38 has been demolished and the dividing wall removed. In addition, a rectangular pond is shown in the centre of plot 38 (**Plate 2**).
- 3.7.3 In the 1930s, the Hungarian Film producer, Sir Alexander Korda lived for a short while at no. 81 Avenue Road (1933-39). The Victoria County History notes considerable flat building in the area during this decade: 'from 1933 flats replaced the old houses in St John's Wood Park and Avenue Road' (VCH, 1989).
- 3.7.3 The results of borehole investigations at the Site can provide further data concerning sub surface ground conditions. Borehole numbers WS2 and WS3 show layers of fill overlaying compacted clay beds. This is most probably indicative of in-filled basements, a relic of the earlier 1900s properties.
- 3.7.4 The Ordnance Survey Map of 1952 shows no visible changes to the Site, however the Mews, to the rear of plot 38, has been demolished and a new property had been developed to the rear of plot 40 (**Figure 3**).
- 3.7.5 During the Second World War, the wider area suffered widescale bomb damage. Weinreb and Hibbert note that the bombs of the Second World War

'continued the work of destruction begun by the railway...the magnificent houses in St John's Wood Park lay almost derelict' (1983, 747).

- 3.7.6 The Bomb Damage Maps, held by the Camden Local History Service, do not show any direct nor indirect damage of this nature at the Site though many houses in Avenue Road (particularly to the North) were affected.
- 3.7.7 During the second half of the 20th century, the whole area around Finchley Road and Avenue Road was transformed by flats and public buildings, mostly in the 1960s (VCH, 1987, 747). This may help shed some light on the 1960s/70s appearance of the current building on the Site which has a rather institutional feel. Research did not recover any evidence to suggest a rebuilding of the Site within this time period. The 1970's Ordnance Survey edition (not reproduced) shows no further alterations to the Site. Consequentially, it is reasonable to deduce that the façade of no 40 Avenue Road was remodelled at this time, with no alterations to boundary or footprint. The stone balustrade, on front roof, could be a relic of the property's former frontage (**Plate 1**).
- 3.7.8 The most prominent recent alteration to the property is visible on the 1996 Ordnance Survey map; this comprises the extant rear extension which houses a swimming pool. This was added sometime after the 1970 OS edition. It is probable that the garden directly surrounding the pool extension was landscaped at this time, in its 'sunken' form (**Plate 2**).

3.8 Cultural Heritage Definitions

- 3.8.1 The Site lies within a designated Elsworthy Conservation Area. The Camden Council UDP, section 3.71 states:

"When considering applications for demolition, the Council will have to be satisfied that effective measures will be taken during demolition and building works to ensure structural stability. Before conservation area consent for demolition is granted, the Council must be satisfied that there are acceptable detailed plans for the redevelopment".

- 3.8.2 The Site is not within an Archaeological Priority Area as defined in the London Borough of Camden UDP.
- 3.8.3 There are two Registered parks and Gardens within the Study Area.
- 3.8.4 There are no Scheduled Ancient Monuments within the Study Area.

4 EXISTING AND POTENTIAL ARCHAEOLOGICAL IMPACTS

4.1 Existing Impacts

- 4.1.1 Knowledge of the recorded historic environment resource can assist in the prediction of buried archaeological remains that may also be present, but as yet undiscovered. However, the potential for the survival of such remains depends partly on the impacts that previous land use may have had on any present remains.

- 4.1.2 The Site would appear to have retained green field status into the mid-late 19th century occupying a peripheral location between concentrated settlements at Hampstead and central London. The 1839 Tithe Map (**Figure 2A**) shows that Avenue Road did exist as a route way between these locations prior to the development of the Eyre Estate.
- 4.1.3 The high level of development within the Study Area post-1900 is likely to have had a significant impact on the potential for the survival of predating sub-surface archaeological remains. Modification and extension at 40 Avenue Road in the 20th Century is also likely to have been particularly intrusive. In addition, the probable existence of basements pre-1937 would have had a significant impact in sub-surface conditions.
- 4.1.4 The historic construction of infrastructure at the Site including services and sewers is likely to have impacted upon any predating archaeological remains.
- 4.1.5 Overall, considering the separate phases of building at the Site and the probable existence of previous basementing, together with a low level of early activity in the immediate area, conditions for the survival of potential buried archaeological remains are considered to be **low**. Potential for the survival of elements associated with previously extant structures at the Site is considered to be **low-moderate**. Given the depth of excavation associated with possible basementing to the front of the property, it is considered that the potential for the recovery of archaeological deposits in any areas subject to historic basementing is **low**.

4.2 Potential Impacts

- 4.1.1 Relevant development activities which may impact upon the archaeological resource are:
- Excavation, ground disturbance and ground compaction as a result of building (Particularly concerning basement and foundation construction), access, surfacing, service installation.
 - Temporary landtake during demolition and construction phases including, stockpiling, storage and temporary site access.
- 4.1.2 *These activities could lead to the following effects on the Historic Environment resource:*
- Permanent complete or partial loss of an archaeological feature or deposit as a result of ground excavation.
 - Permanent or temporary Loss of the physical and/or visual integrity of a feature, monument, building or group of monuments.
 - Damage to resources as a result of ground excavation.
 - Damage to resources due to compaction, desiccation or water-logging.
 - Damage to resources as a result of ground vibration caused by construction.
- 4.1.3 *All ground intrusive activity proposed at the Site beyond made ground will pose threats to any surviving archaeological deposits or features that survive in situ.*

5.0 ARCHAEOLOGICAL POTENTIAL

5.1 Introduction

- 5.1.1 This section of the report details the archaeological constraints in terms of the proposed development and is based on information derived from the sources listed in the Methodology, taking into account the likely effects of previous land use on the preservation of potential remains.

5.2 Legislative and Planning Constraints

- 5.2.1 For ease of reference details of any statutory and/or local planning designations are detailed separately below.

Scheduled Monuments

- 5.2.2 There are no Scheduled Monuments within the Study Area.

Designated Areas

- 5.2.3 The Site is not within an Archaeological Priority Area as defined in the London Borough of Camden UDP.

Listed Buildings

- 5.2.4 There are approximately 100 Listed Buildings within 1 km of the Site and these are not dealt with within the confines of this particular report.

Conservation Areas

- 5.2.5 The Site lies within the Elsworthy Conservation Area as defined in Camden Borough Council's UDP.

5.3 Archaeology

- 5.3.1 Archaeological information directly regarding the Site is sparse reflecting its peripheral location (to central London and Hampstead) and the relatively low level of archaeological investigation undertaken in the locality to date. Archaeological evidence reflects human presence in the wider Study Area from the prehistoric period to the modern day.
- 5.3.2 There is a **low** potential for the Site to contain finds of prehistoric date. The geological deposits within the Site may contain derived material of this date and may, if not substantially disturbed, provide geomorphological data.
- 5.3.3 There is a similarly **low** potential for the Site to contain finds or deposits of Roman date.
- 5.3.4 The Site appears to have been located in green fields away from settlement foci. Such a hinterland location may have been utilised in the Saxon, medieval and into the Post medieval periods as agricultural land to serve an expanding urban population. The SMR record does include the Site of a medieval Farmstead whilst referencing Belize Avenue as of medieval date. Therefore, it is considered that there

is **low** potential for remains relating to medieval or earlier settlement, agricultural activity and land division.

- 5.3.5 There is no evidence, documentary or cartographic, for any housing development on the Site, nor within the Study Area, prior to Stanford's Map of 1862. The potential for archaeological material relating to the 17th and 18th Centuries is subsequently **unknown**.
- 5.3.6 There is a **moderate** potential for the recovery of early-mid 19th century material associated with estate construction along Avenue Road due to the building of the railway and the increasing prominence of Hampstead and St John's Wood with the development of the Eyre Estate.
- 5.3.7 There is a **moderate** potential for the survival of material associated with the early 20th century, especially material relating to the modification and courtyard to the rear of the plot. Fragmented and truncated sub surface evidence for the original building on plot 38 is also likely to survive within the Site boundary.

6 CONCLUSIONS AND RECOMMENDATIONS

6.1 Summary of Archaeological Constraints

- 6.1.1 The preceding section identified an overall **low-moderate** potential for the survival of archaeological deposits within the Site footprint. This conclusion reflects the low level of archaeological investigation within the Study Area, as well as the lack of significant historical activity in the vicinity. There is a **low** potential for the recovery of Prehistoric associated remains, many of which could have been disturbed during the rapid development of the St John's Wood conurbation in the mid 1800s. There is a **low-moderate** potential and for medieval and Post-medieval activity associated with farming and agricultural practice. There is a **low-moderate** potential for the survival of pre-existing 19th century structures depicted on 19th century mapping.

6.2 Further Works and Mitigation

- 6.2.1 This assessment has established that the Site is situated in an area of **low** archaeological potential, on the periphery of areas which have experienced significant historical activity. In light of this, it is considered that mitigation strategies involving archaeological investigation are unlikely to be required by the English Heritage Advisor for the London Borough of Camden.
- 6.2.2 This assessment would require agreement with English Heritage (Greater London Archaeological Advisory Service).

7 References

Cartographic Sources:

Gent's Map of Belsize Manor, 1679
Rocque's map of London c.1737-1746 (Published 1747)
Map of Hampstead Manor, 1762
Thomas Milne's Land Use Maps, London and the Surrounding Area, 1800
Newton's Map of Hampstead, 1814
Tithe Map and Apportionment, 1838
Stanford's Library Map of London and its suburbs, 1862
OS London 1:2500 Series, 1866
OS London 1:2500 Series, 1893
OS London 1:2500 Series, 1913
OS London 1:2500 Series, 1937
OS London 1:2500 Series, 1952
OS London 1:2500 Series, 1970
OS London 1:2500 Series, 1996

British Geological Survey, South London England and Wales Sheet 256

Written Sources:

Burton N, 1962, *The Lost Rivers of London*
Camden Borough Council, 2006, *Unitary Development Plan* (UDP)
Geotechnical Consulting Group, 2007 *Hydrogeological Review*
Manhire Associates Geo-Environmental Ltd, 2007, *Site Investigation Report*
Rau 1984, *Who Chose Chalcots?* The Camden History Review (1984)
Thompson, FML 1974, *Hampstead: building a borough*
Wade, 1973, *More Streets: Hampstead*
Walford, E 1878 citation '*Primrose Hill and Chalk Farm*', Old and New London: Vol. 5 (1878) pp.287-300
Walford, E 1878 citation '*Kilburn and St John's Wood*', Old and New London: Vol. 5 (1878) pp.243-253
Weinreb, B, and Hibbert, C, (Eds.), 1983, *The London Encyclopaedia*
Victoria County History 1989 '*A History of the County of Middlesex: Volume 9*'

Registered Park and Garden Site Description, Ref 1156 *Regent's Park*, unknown author

Digital Sources:

www.english-heritage.org.uk/lbonline

www.british-history.ac.uk

www.camden.gov.uk

www.magic.co.uk

www.preconstruct.com/sites/Summary00/SDM00_

Registered Parks information

Secondary source material

Camden Borough Council

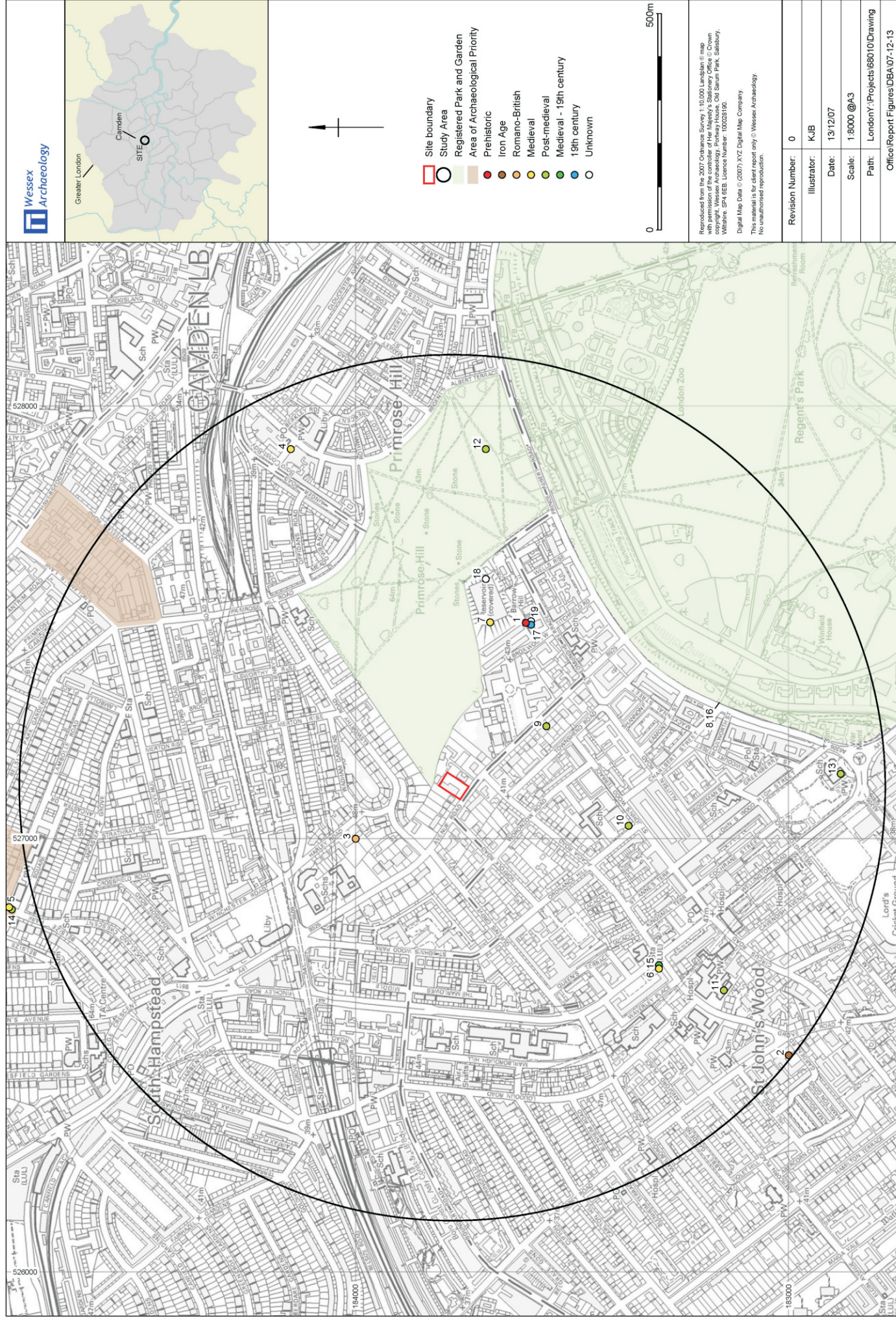
GIS Mapping, Statutory and land
designations

PCA Site Summary

WA No.	GLSMR Monument Reference	Statutory Reference No.	MOLAS Site Code	Address	Description	Type	Easting	Westing	Period
1	MLO74880		SM00	32 St Edmunds Terrace	Evaluation and watching brief, June - July 2000, undertaken by L. Darton for PCA. Prehistoric residual flint found in the interface between the natural and overlying 19th and 20th Century dumped deposits.	Evaluation	527500	183600	Prehistoric
2	MLO2838			St Johns Wood	Gold Quarter Stater, an Iron Age coin, found in 'a garden'	Find Spot	526500	183000	Iron Age (700 BC to 42 AD)
3	MLO24966			Hampstead	Roman Ceramic feeding Bottle	Find Spot	527000	184000	Roman (43 AD to 409 AD)
4	MLO18054			Eskine Rd (corner of)	Possibly the Site of the Old Chalk Farm Tavern. References to 'Rugmere' in the Domesday Book	Archaeology	527900	184150	Medieval (1066 AD to 1539 AD)
5	MLO17826			Belsize Avenue	Road. Ran from the corner of Pond St to West End Lane	Archaeology	526980	185060	Medieval to 19th Century (1066 to 1900 AD)
6	MLO2092			Wellington Road	Farmhouse and Farmstead	Archaeology	526700	183300	Medieval (1066 AD to 1539 AD)
7	MLO66399	1156		Regent's Park	Fragments of two possible lynchets survive as earthworks on the SW slopes of Primrose Hill up to a maximum height of 0.3m. However, the area has been heavily disturbed by WWII military activity and a Royal Parks survey (date unknown) was inconclusive	Find Spot	527500	183690	Medieval (1066 AD to 1539 AD)

8	1156	Regent's Park	Site of Crown Estate then known as Marylebone Park	Registered park and Garden		Medieval (1066 AD to 1539 AD)
9	MLO15284	29 Avenue Road	Post medieval house	Archaeology	527260 183560	Post medieval (1540 AD to 1900 AD)
10	MLO50703	95 St John's Wood	Terraced House	Archaeology	527030 183370	Post medieval (1540 AD to 1900 AD)
11	MLO18896	Circus Road	The Hospital of St John and Elizabeth. Originally founded at 46 Great Ormond St in 1856. In the 1980s the hospital moved to its present Site, where the architect Edward Goldie erected a new building in the gardens of Loudin Lodge. The new hospital opened in 1901.	Archaeology	526650 183150	Post medieval (1540 AD to 1900 AD)
12	MLO12207	Primrose Hill	Large quantity of Dutch Smoking Pipes found on lower Primrose Hill	Find Spot	527900 183700	Post medieval (1540 AD to 1900 AD)
13	MLO70837	St John's Wood Road	Chapel and Cemetry within an additional burial ground for the parish of Marylebone, covers 6 acres. Survey by B. Holmes in 1987 advised that the grounds were maintained as a public garden.	Archaeology	527150 182880	Post medieval (1540 AD to 1900 AD)
14	MLO17826	Belsize Avenue	Ran from the corner of Pond St to West End Lane	Archaeology	526980 185060	Medieval to 19th Century (1066 to 1900 AD)
15	MLO2092	Wellington Road	Farmhouse and Farmstead	Archaeology	526700 183300	Medieval to 19th Century (1066 to 1900 AD)

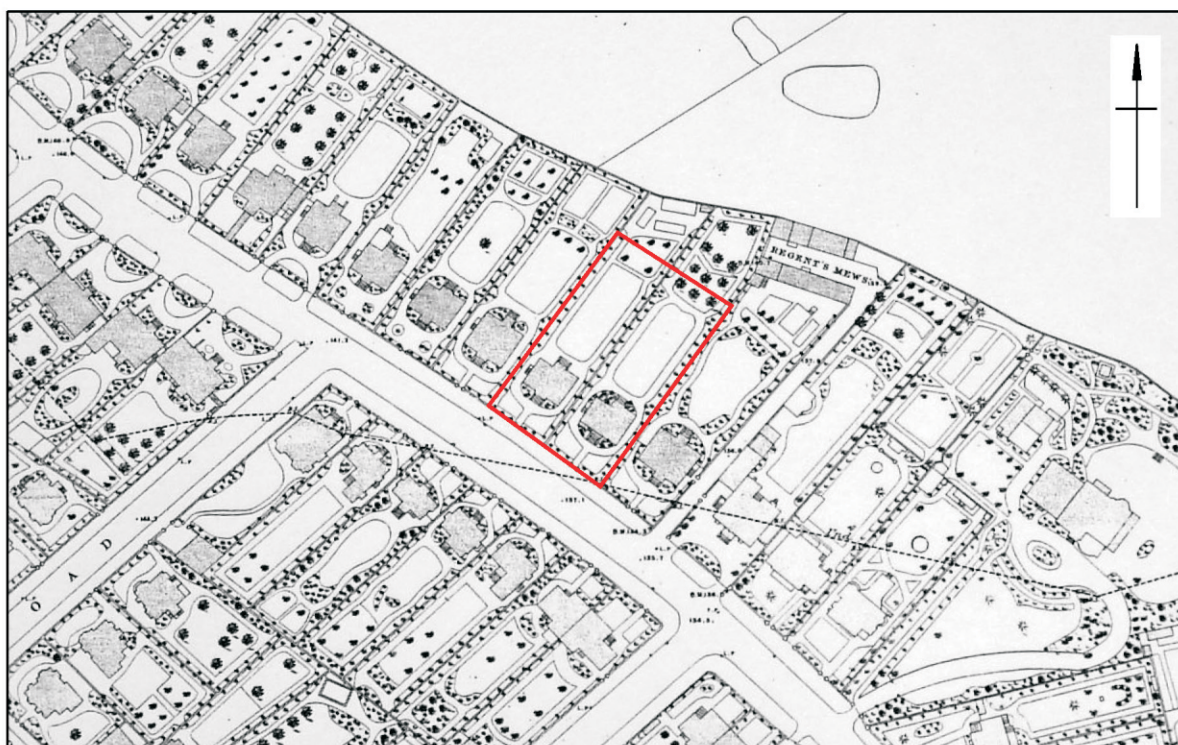
16		1156		Regent's Park	Landscaped park designed by John Nash, opened to the public in 1835.	Registered park and Garden		Early 19th Century
17	MLO74880		SM00	32 St Edmunds Terrace	Evaluation and watching brief, June - July 2000. Prehistoric residual flint found in the interface between the natural and overlying 19th and 20th Century dumped deposits. No further periods recorded under this Site code.	Evaluation	527500 183600	Unknown
18	MLO17764			Primrose Hill	Possible Barrow	Archaeological Site	527600 183700	Unknown
19	MLO74880		ELO4490	32 St Edmunds Terrace	(event associated with this Site but no information has been obtained)	Evaluation	527500 183600	Unknown




Site location and SMR data



A. Tithe map 1834 showing approximate Site location



B. Ordnance Survey map, 1866

 Site boundary

 Wessex
Archaeology

This material is for client report only © Wessex Archaeology. No unauthorised reproduction.

Date: 14/12/07

Revision Number: 0

Scale: A. 1:10,000 B. 1:2000

Illustrator: KJB

Path: London Y:\Projects\68010\Drawing Office\Report Figures\07-12-13



C. Ordnance Survey map, 1937



D. Ordnance Survey map, 1952

 Site boundary

 Wessex
Archaeology

This material is for client report only © Wessex Archaeology. No unauthorised reproduction.

Date: 14/12/07

Revision Number: 0

Scale: A. 1:10,000 B. 1:2000

Illustrator: KJB


Path: London Y:\Projects\68010\Drawing Office\Report Figures\07-12-13



Plate 1: Front of house



Plate 2: Sunken pond and gardens

	This material is for client report only © Wessex Archaeology. No unauthorised reproduction.		
	Date:	17/12/07	Revision Number: 0
	Scale:	N/A	Illustrator: KJB
	Path:	London Y:\Projects\68010\Drawing Office\Report Figures\DBA\07-12-13	



WESSEX ARCHAEOLOGY LIMITED.

Registered Head Office: Portway House, Old Sarum Park, Salisbury, Wiltshire SP4 6EB.

Tel: 01722 326867 Fax: 01722 337562 info@wessexarch.co.uk www.wessexarch.co.uk

London Office: Unit 113, The Chandlery, 50 Westminster Bridge Road, London SE1 7QY.

Tel: 020 7953 7494 Fax: 020 7953 7499 london-info@wessexarch.co.uk www.wessexarch.co.uk

