

# Town Planning *and* Modern Architecture *at the* Hampstead Garden Suburb

With Contributions *by* Raymond Unwin *and* M. H. Baillie Scott  
*and* a Hundred and Twenty-One Drawings, Plans *and* Photographs



LONDON  
ADELPHI TERRACE

T. FISHER UNWIN

LEIPSIC  
INSELSTRASSE 20

1909



The country is in course of being wrecked and broken up to give place to monotonous ranges of inane designed and badly built houses, the slums of the future. The importance of ordered dignity and grace in our towns has never been felt as it has been on the Continent.

—*H. V. Lanchester at the Royal Institute of British Architects.*

As my experience of life increases I am astonished more and more to see how complacently people endure in their homes the inconveniences, the trials, and even the tragedies of life which arise from gross ignorance.

—*Professor Smithells, Leeds University.*

I took it as in the nature of things. I did not see the oddness of solvent, decent people living in habitations so clearly neither designed nor adapted for their needs, so wasteful of labour and so devoid of beauty. It is only now that I find myself thinking of the essential absurdity of an intelligent community living in such makeshift homes. It strikes me as the next thing to wearing second-hand clothes.

—*H. G. Wells in "Tono Bungay."*

# HAMPSTEAD GARDEN SUBURB

“In appearance and position the house was a worthy counterpart of its owner.”

—“*The House with the Green Shutters.*”

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III, 28.413

That one may see the heavens wide,  
And grass, and grass so green.

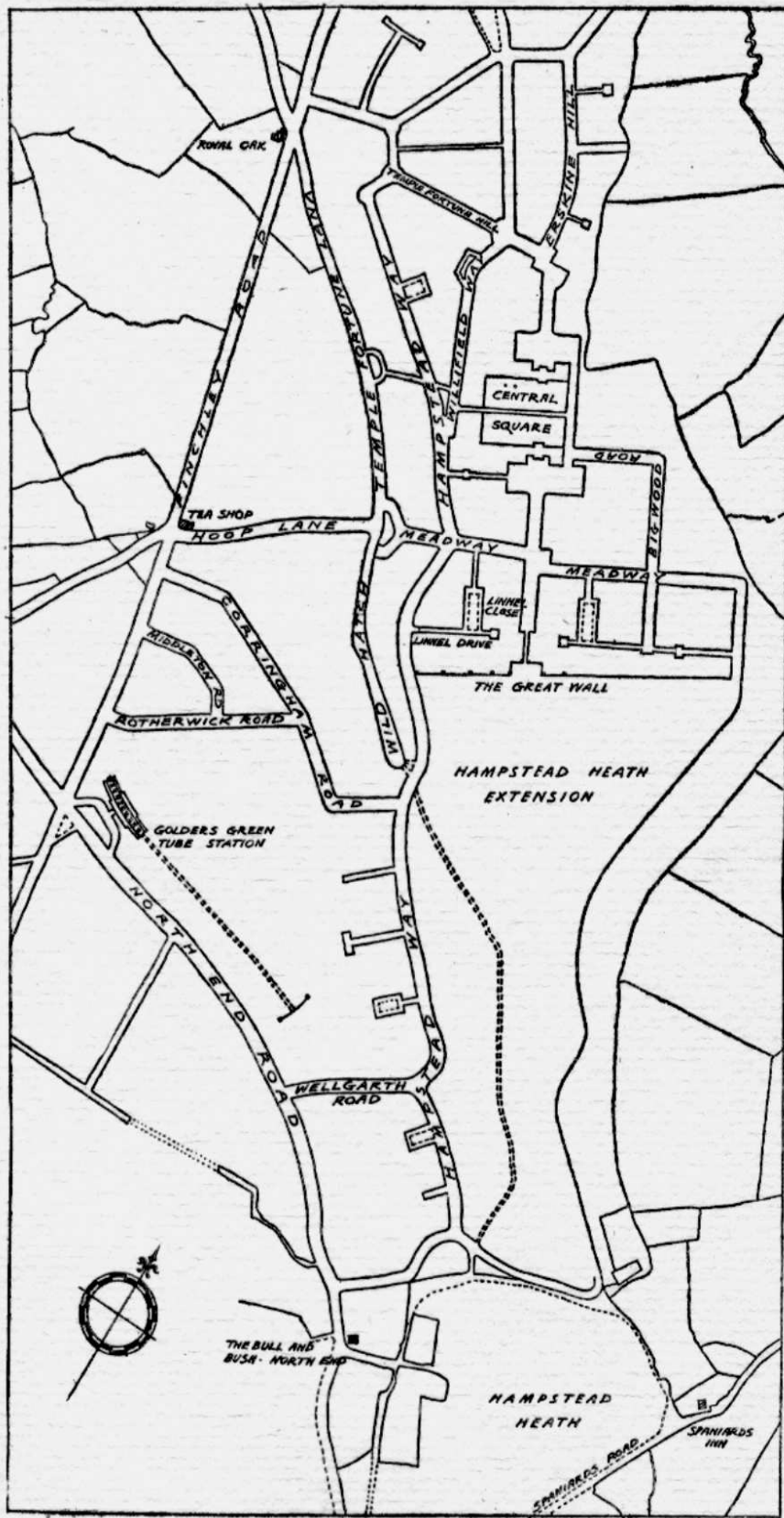
—“*The Bard of the Dimbo Vitza.*”

**TO REACH THE SUBURB AND SEE IT TO ADVANTAGE.—**

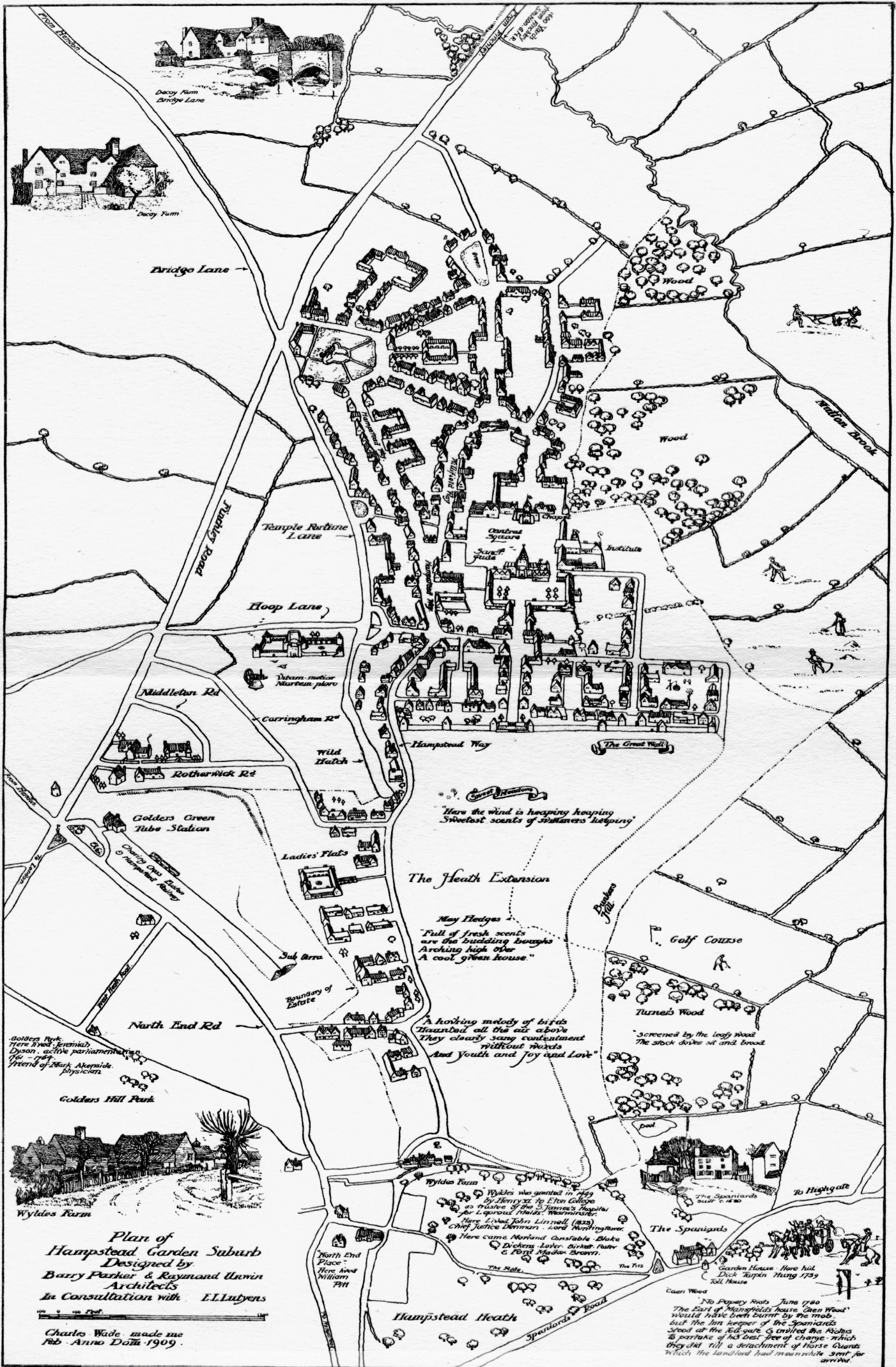
Golder's Green Station (Hampstead Tube) may be reached from Charing Cross (fare 3d.) in 25 minutes, or from any intermediate station. (Trains carry one green and one white headlight upon the locomotive.)

From the Station, Rotherwick Road is the first turning on the right up Finchley Road, and leads in a few minutes to the centre of the Suburb.

To see the whole of the Suburb, the visitor, after leaving the Station, should take the first turning to the left (Wellgarth Road) up North End Road. This leads to Wyldes Farm, at the south end of the Estate, and the return can be made through the property to the Royal Oak, Finchley Road, from which omnibuses run to the Station in five minutes.







Plan of  
Hampstead Garden Suburb  
Designed by  
Barry Parker & Raymond Unwin  
Architects  
In Consultation with E.L. Lutyens

Charles Wade made me  
Feb. Anno Domini 1909.



The Garden Suburb at Hampstead is a proof of what can be done when order and design take the place of anarchy and chaos.—*Times*, Feb. 7, 1909.





# HAMPSTEAD GARDEN SUBURB

“The inhabitants of London are scarcely sensible of the beauty of its environs. It is in the power of every man to find himself in a sublime sylvan solitude superior to the cedars of Lebanon, and inferior only in extent to the forests of Anatolia.”—*Disraeli*.

## CHAPTER I.

### THE REPROACH OF OUTER LONDON

AS a whole, the Outer Suburbs of London are a depressing sight. Here and there are houses of character and dignity. Too often, where lately were

Billowy bays of grass, ever rolling in shadow and sunshine,

and quiet villages, which had slowly fitted themselves to hill and dale and wide expanse, files of hard-featured villas have entrenched themselves, and meaner dwellings of lamentable patterns have multiplied in rows.

At the sight of this higgledy-piggledy of ill-favoured houses is it any wonder that the economic, social and sanitary shortcomings of the village should be forgotten? Is it surprising that it should only be remembered that the informal village street, which this dreary overflow of bricks and mortar has destroyed, did minister to the sense of beauty?

But is the reproach under which Outer London lies necessary and inevitable? Cannot some of the elements of beauty in an English village—spaciousness, sense of proportion, verdure, quiet—find their place in these newer settlements of population? May not these fine things be made indeed their distinguishing features?

That great cities should produce offshoots, new centres of population at a distance from themselves, is, in its way, an indication of national well-being. But ought we not to make certain that, as fresh districts in the vicinity of London are claimed for closer population, the speculative builder shall not run riot, and new Kilburns and Penges shall not be reproduced indefinitely in concentric circles?

R. L. Stevenson speaks of the latent romance of places as yet unknown to history or legend. The wooded slopes of the Northern Heights of London have already their moving associations. In the woodlands of Hampstead, haunted by Keats's nightingale, in the shady ways and on the great spaces of its Heath, men and women whose names are cherished in literary, artistic and political history lived not their least momentous hours. From the “uneasy theatre of noise” they



# HAMPSTEAD GARDEN SUBURB

“But close at hand were country corners untouched, blossoms instead of bricks in springtime, summer shade in summer.”—*Mrs. Thackeray Ritchie.*

sought Hampstead's “beechen green and shadows numberless.” But these happy retreats lie so near

. . . opulent, enlarged and still  
Increasing London

that the time must come when, if not strenuously guarded, the metropolis will touch and transform them. Is it good that the stock of natural beauty remaining to Londoners shall be ruthlessly diminished and finally blotted out?

“I confess,” wrote James Russell Lowell, “that I never think of London, which I love, without thinking of that palace which David built for Bathsheba, sitting in the hearing of one hundred streams of thought, of intelligence, of activity.”

Has not the time come when Londoners may demand that in the unspoilt districts bordering upon the metropolis they shall have the opportunity of living in conditions inspired by higher ideals than have as yet had influence? London must reach farther and farther out into the country. Cannot worthy instead of unworthy houses be built there, and so disposed that trees, hedgerows and woodland places may remain, with birds to sing in them?

During the past two years, as it is the purpose of these pages to show, certain work has been done which gives ground for hope that the ideal of a saner Outer London may be realised. Ideas and theory have borne the test of practice. On the site chosen for experiment, on the northern side of Hampstead Heath, as many as three hundred houses have been built.

What has happened offers an inspiriting glimpse into the future of town planning. The Hampstead Garden Suburb is an attempt to unite modern standards of comfort and hygiene with old-world standards of proportion and refinement, to bring together the best that the English village and the English city have to give.





### FIRS AT HAMPSTEAD HEATH

*The accompanying views of the adjoining Heath show that no more beautiful surroundings could have been chosen for an experiment in Town planning, or for the site of a Garden City. Although the Southern slopes of the Heath are familiar to most Londoners, these views may surprise many who have never visited the North-Western side of the Heath, which has always been comparatively inaccessible and secluded. Here wild rabbits swarm among the gorse and ferns, and in the great trees the squirrel still finds a home.*

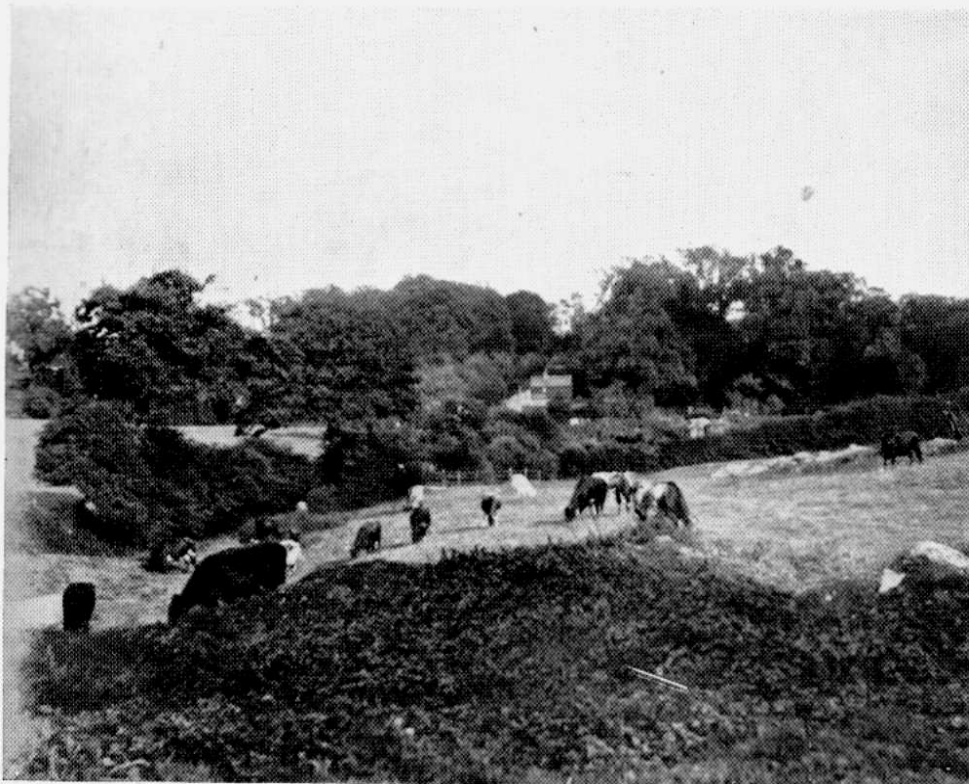




#### *BRIDGE AND LILY POND, GOLDER'S HILL*

*Close to one of the main entrances of the Garden Suburb is the famous Golder's Hill Park—well known in the 18th century as a health resort. Since that time its natural beauties have been preserved and added to by many distinguished residents. On the death of Sir Spencer Wells the mansion and 36 acres, with the beautiful old-fashioned garden and orchard, were acquired for the Public. Vineries, conservatories, a water garden, a lily pond, moorhens and deer are some of the attractions of the Park.*





*LOOKING  
SOUTH  
over the extended  
Heath. Round this  
land the larger  
houses on the Es-  
tate are being  
built.*



*VIEW FROM  
THE GAR-  
DEN SUBURB  
showing the trees  
and woodland  
on the Estate, all  
of which are care-  
fully preserved.*





*A WINTER VIEW ON HAMPSTEAD HEATH*

*“ This morning as Mr. Orrell, of Winsley Street, Oxford Street, with Mrs. Orrell, were passing in their chaise over Goulder’s Green, they were stopped by a highwayman. Mr. Orrell declared he would not be robbed, and after the highwayman had uttered violent oaths and threats, and put his pistol several times to the head of Mr. and Mrs. Orrell, Mr. Orrell jumped out of the chaise, and seizing the highwayman, nearly pulled him off his horse, and laid hold of the pistol ; on which the highwayman struggled and spurred his horse, and galloped away towards Hampstead.”*

—Gentleman’s Magazine, 1803.



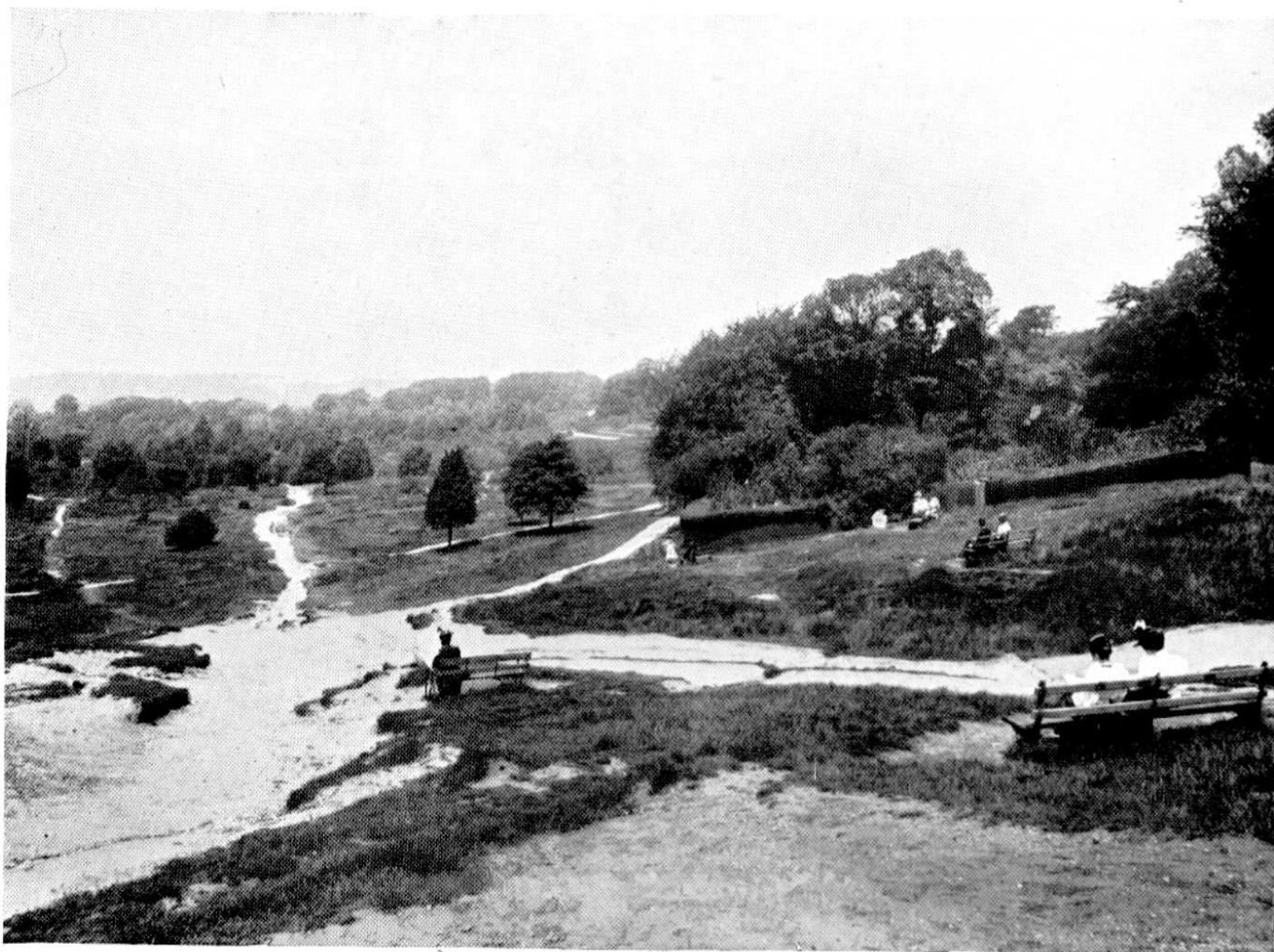


*“LEG OF  
MUTTON  
POND,”  
HAMPSTEAD  
HEATH*



*ON THE  
NORTH-WEST  
HEATH*





### *THE WEST HEATH*

*“Thou art no longer a degraded creature,  
But loose to roam with liberty and Nature.*

*• • • • •  
All Hampstead's healthy desert lies before thee.”*

—Thomas Hood.





### SNOW ON HAMPSTEAD HEATH

*“ It was winter ; the ground was covered with snow, and to our great surprise we found Mrs. Day (the wife of the author of ‘ Sandford and Merton ’) walking with her husband on the Heath, wrapped up in a frieze cloak, and her feet well fortified with thick shoes. We had always heard that Mrs. Day was particularly delicate ; but now she gloried in rude health.”*

—Lovell Edgeworth.





### WYLDES FARM

*At the Southern entrance to the Estate stands the old weather-boarded farmhouse known as "Wyldes." The present building (which it is interesting to compare with that shown in the reproduction from a picture by Barnard on page 64) probably dates from the 18th century, but the history of the Farm itself goes back at least as far as 1449, when "Wyldes" was granted to Eton College by King Henry VI., about the time when the College was founded. In 1531, when certain College properties at Westminster were transferred to Henry VIII., "Chalcott and Wyldes" were expressly reserved to Eton College. The house is full of historic interest. Here John Linnell, the painter, lived, and Blake, the visionary and poet, came as a visitor, while among the names at different times associated with the house are those of Morland, Constable and Dickens.*



# HAMPSTEAD GARDEN SUBURB

“A steeple issuing from a leafy rise,  
With farmy fields in front, and sloping green,  
Dear Hampstead, is thy southern face serene,  
Silently smiling on approaching eyes.  
Within, thine ever-shifting looks surprise,  
Streets, hills and dells, trees overhead now seen,  
Now down below, with smoking roofs between—  
A village, revelling in varieties.”

—Leigh Hunt.

## CHAPTER II.

# THE ENGLISHMAN'S HOME

By M. H. BAILLIE SCOTT

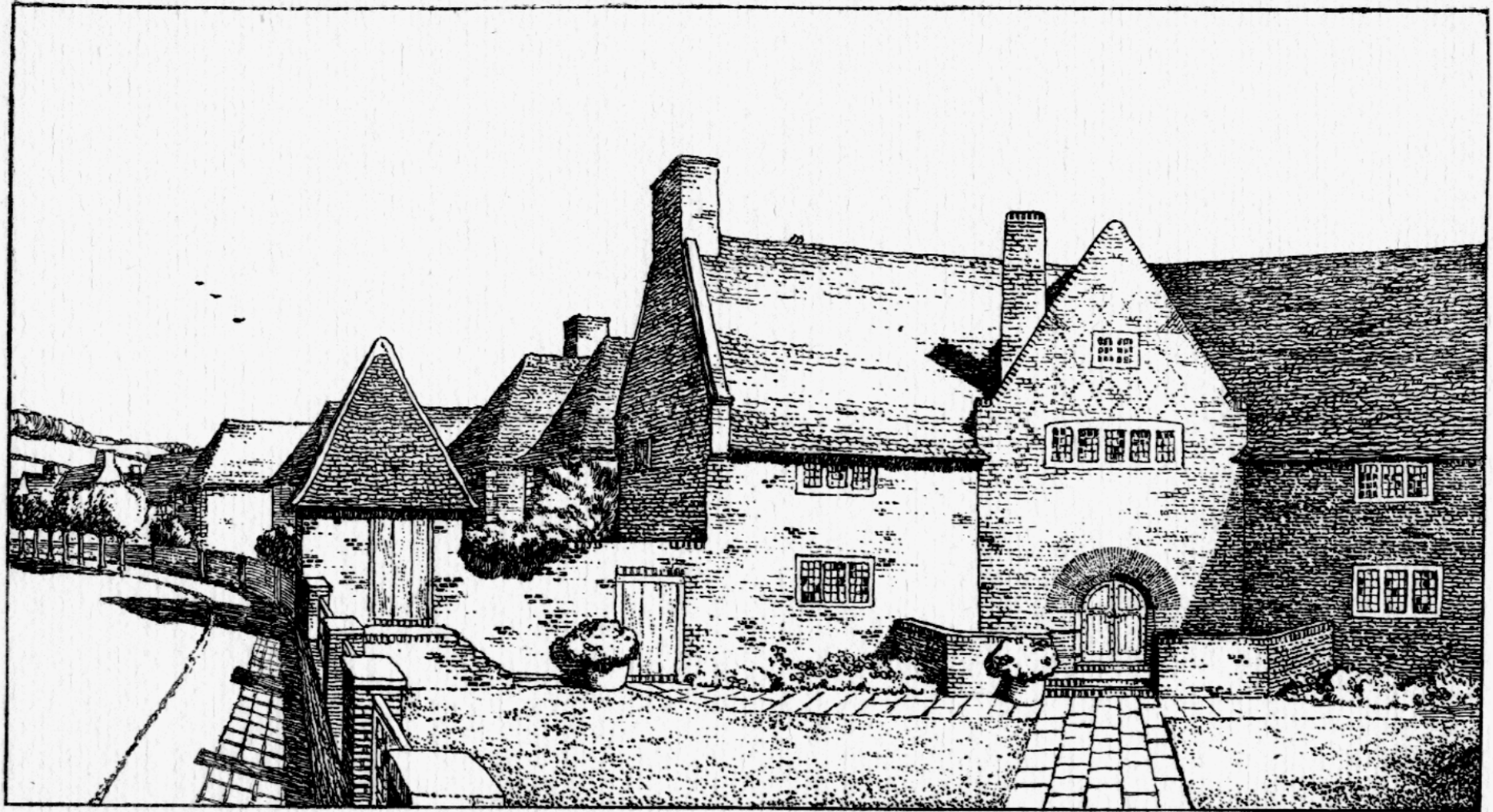
*M. H. Baillie Scott is one of the most interesting and individual workers in domestic architecture of our generation. No illustrations of his houses need his name below them for the buildings to be instantly recognised as his handiwork. He is the author of one of the most attractive volumes lately written about the planning of worthy homes, "Houses and Gardens"; he has done notable work on the Continent, and some designs he has made for houses in the Garden Suburb are now being translated into bricks, mortar and fine oak.*

**T**O design a comfortable and beautiful house for a limited sum of money is perhaps one of the most difficult problems the modern architect has to solve. It is also the most important problem—for the housing question, as applied to the great majority of the people, is still a question which remains unanswered in an intelligent way. The long, unlovely streets which the jerry builder creates, or his undesirable villa residences, are the only available dwellings for the average man.

It has been the aim of the promoters of the Garden Suburb Development Company to find a better way of building even the smallest dwelling; and with the object lesson so long disregarded, of the cottages and farmhouses of old England, to try if we in these modern days cannot also build as they did. In any such attempt as this only a partial success can be hoped for under modern conditions.

In the first place, architects must be taught to forget all their architectural dilettanteism, and condescend to design modest and serviceable dwellings.





*THE ENTRANCE TO THE ESTATE  
Rotherwick Road, adjoining Golder's Green Tube Station.  
Twenty minutes from Charing Cross*



# HAMPSTEAD GARDEN SUBURB

"I, too, will something make  
And joy in the making."

—Robert Bridges.

In the second place, builders must forget all they have been taught in the tradition of the building trade, and try and learn the long-forgotten building art. The builder must try to think more of the value of his work to the world, and less of its profit to himself; and the workman must find more pleasure in his craft, and be given work to do that he can take pleasure in.

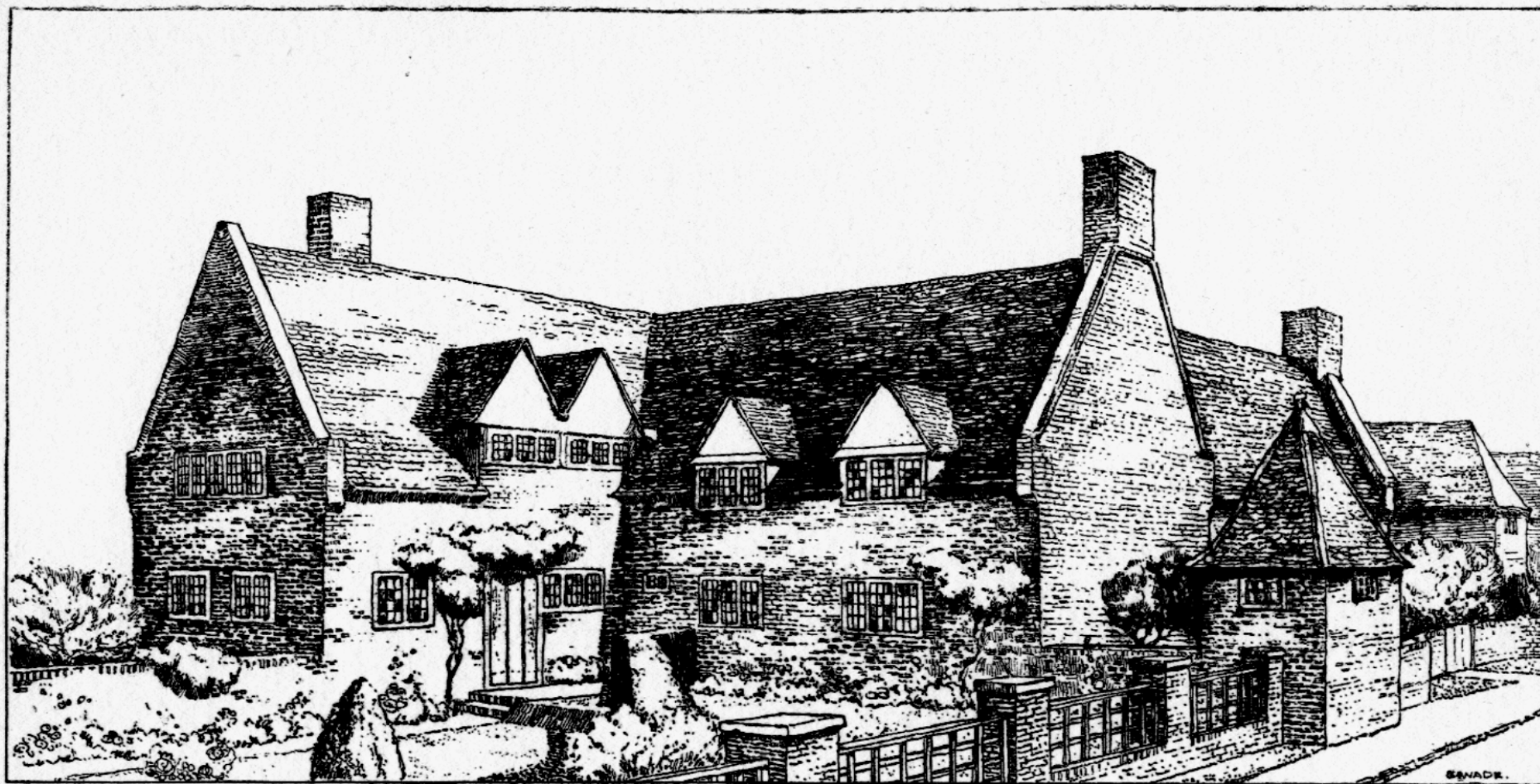
And what of the people who are to live in the houses thus realised? They, of all others, have much to learn and much to forget. Those museums of absurdities which constitute the modern Englishman's home must be seen in all their deplorable-ness by their occupants, and all the unspeakable products of the modern tradesmen's art must be sacrificed. Much as one might be disposed to deplore the invasion of our suburbs by an alien Power, it would not be in all respects an unmixed evil. It would be something to know that "Acacia Villa" and "The Laurels" were no more to shelter their unhallowed household gods; something to think that the serried ranks of lobelia and calceolaria would no longer bloom beside their ten-foot drives. But we may, perhaps, hope for an invasion less drastic to bring the daylight of sweet reasonableness into the dim shades of the suburban world: "To give them beauty for ashes, the oil of joy for mourning, the spirit of praise for the garment of heaviness."

Let us assume a seeker for a dwelling emancipated from all the traditional fallacies which have made the modern house what it is to-day. He has a certain sum at his disposal, for which he can wall-in and roof over a certain number of cubic feet of space. How can this best be done to meet the material requirements of his daily life, and, since man cannot live by bread alone, to minister to his desire for beauty in his surroundings? Let us assume the average family with one or more servants.

The usual method of dealing with the matter is to subdivide the cubic space in a small house into as many minute compartments as possible, connected by passages, and then to fill each of these compartments with as much furniture as it will hold. The result is a shoe which pinches everywhere; the whole interior is cramped and the family spend their time at home wedged between a table and a modern grate, and every inch of ground is disputed by useless furniture and "ornaments" which do not ornament.

There is no expression in the plan of the fact that the average family require, mainly at least, one good-sized apartment with plenty of floor space and elbow room, where they may meet and entertain their friends.





### *AT THE ENTRANCE TO THE ESTATE*

*When the Hampstead Garden Suburb Development Company acquired Rotherwick Road its first step was to get leave from the Hampstead Tube Railway authorities to widen and improve the entrance. On this page and pages 12 and 16 are drawings of the entrance as it is being built. Planting is going on and the gardens are laid out ; when completed the road will be one of the finest on the Estate.*



# HAMPSTEAD GARDEN SUBURB

“ Then northward what a range, with heath and pond,  
Nature's own ground ; woods that let mansions through,  
And cottaged vales, with pillowy fields beyond,  
And clump of darkening Pines, and prospects blue,  
And that clear path through all where daily meet  
Cool cheeks, and brilliant eyes, and morn-elastic feet.”

—*Leigh Hunt on Hampstead.*

Whatever else the small house has, it ought at least to have this ; for the other apartments of the house—the study and the bedrooms—are seldom occupied by more than one or two persons, and so may be relatively small.

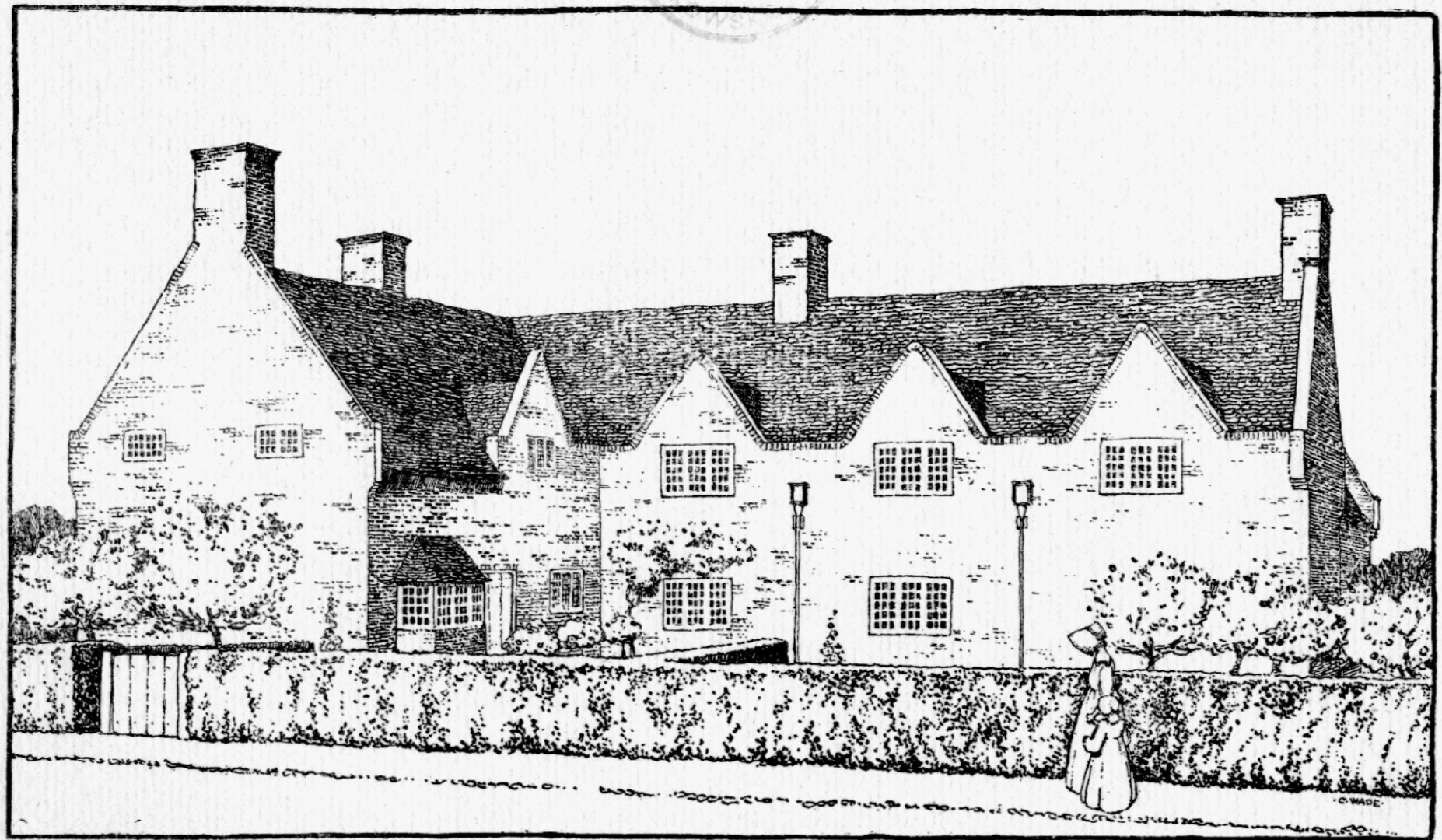
Thinking, then, of the house as mainly consisting of this one good-sized apartment, the other smaller rooms may well be made as recesses or appendages to it, and so, in seeming to share in its central spaciousness, lose something of that sensation of cribbed and cabined confinement which belongs to the isolated rectangular box. Something may be urged for the separate compartment system of planning in a large house where the individual rooms are of sufficient size ; but in the small dwelling, if we would have anything but a cramped interior, barriers must be broken down, and the main central portion of the house united to form an interior which conveys the impression that it is indeed the house. In the bedrooms a complete isolation is generally desirable, and here the planning will mainly be concerned in arranging the bed so that it does not face the light and is free from cross draught. The kitchen will no longer be relegated to a gloomy basement, but be planned to secure the minimum of labour in service and the comfort and well-being of the servants. In our investment in cubic feet of space, inasmuch as we are so far unable to utilise the space above our heads, we shall be wise to buy floor space instead and keep our ceilings low.

The arrangement of the rooms in two storeys will generally best suit our requirements, and the arrangement of the bedrooms, partly in the roof, will allow of the most reasonable use of fitments in the bedrooms, at least for the wardrobes. A vertical arrangement of rooms may be demanded on a restricted site, but it necessarily involves more labour in maintenance. That the whole outline and structure of the house should be as simple as possible is specially desirable where economical considerations are paramount. The requirements of a plan, however, often naturally involve a certain complexity which finds its obvious expression in a degree of irregularity, but the picturesque character thus obtained is only permissible when it is the inevitable outcome of actual needs.

If the house has been well planned it will require but little in the way of ornament. The usual formula of decoration, which consists in painting woodwork and adorning the walls of this or that rectangular box with whatever happens to be the fashion in wall paper and frieze, has given place to a decoration which



POLITECHNIKA  
BIBLIOTEKA  
CIĘCIARSKA  
KRAKÓW



*Another sketch at the  
Rotherwick Road Entrance to the Estate*



# HAMPSTEAD GARDEN SUBURB

“There is one investment which the fluctuations of the exchanges do not affect—a house to live in and a garden to cultivate—these give a pleasure and a security that certificates and scrip cannot afford.”

—“*Every Man his own Land Lora.*”

inheres in the very structure. Our building will be an essay in the art of building itself, which will not require the use of superficial decoration on its surfaces.

Furniture, also, will not be required for effect, and only such movables will be introduced as are actually required.

No artistic suites, be they ever so “tasteful,” will tempt us to reduce the rooms we are to live in to the level of the tradesman’s shop window. We may trouble him, no doubt, for a few comfortable upholstered chairs, loosely covered with a Morris chintz, perhaps; but, for the rest, our chairs and tables will either be of the antique cottage kind or of those modern survivals of the ancient tradition. The rest must be made not by the modern cabinet maker, with his glue and blocks of shoddy construction, but in good, honest joiner’s work. Instead of an accumulation of transitory rubbish, we shall have a few good things. And so in the end we may achieve a dwelling worthy to be ranked with the Englishman’s home of the past—modest, serviceable, and full of charm withal.



# HAMPSTEAD GARDEN SUBURB

“ I saw the next door garden lie  
Adorned with flowers before my eye,  
And many pleasant places more  
That I had never seen before.”

—R. L. Stevenson.

## CHAPTER III.

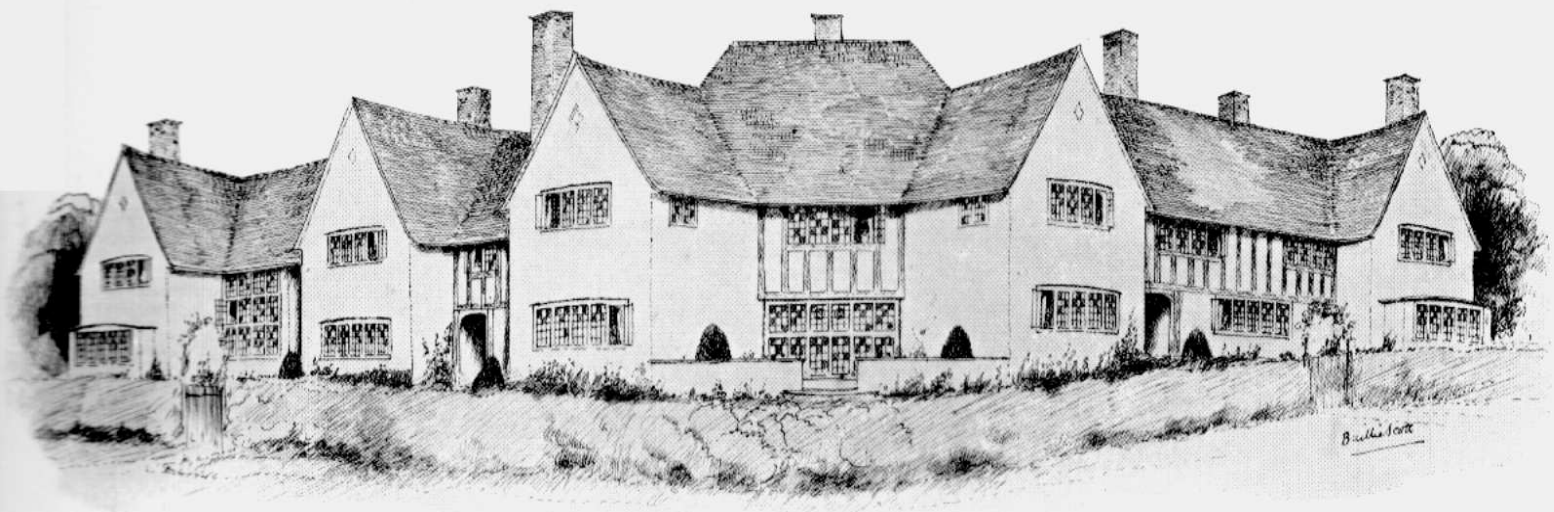
### THE HOUSEHOLDER'S DILEMMA

**T**HERE never were more architects and builders than there are now, and certainly there never were more building societies. During the last few years, too, many books on house building have been published, of all sorts, sizes and prices. And illustrations and plans of houses are always appearing in the Press. It is more than doubtful, however, whether, with it all, the man who wishes to have a house of his own, instead of a second-hand one, is much farther on. He has acquired, no doubt, various odds and ends of information about houses ; but the same old difficulty of getting hold of the right kind of architect, the right kind of builder, the right kind of site, and, in some cases, the right amount of capital, remains.

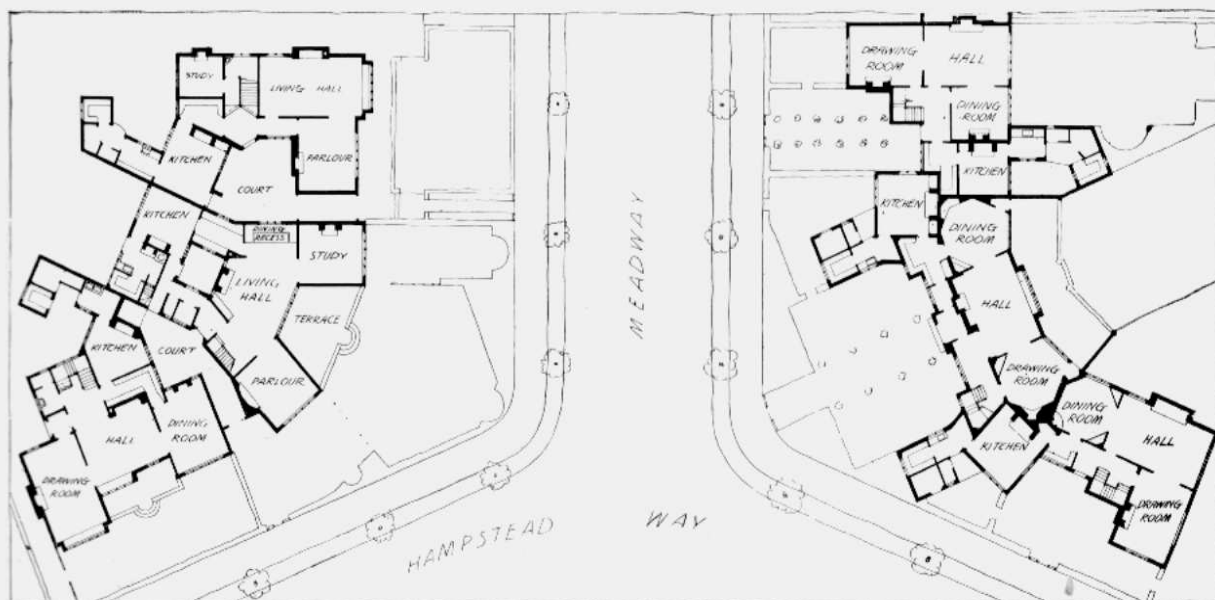
As most people are nowadays in the movement for fresh air and a healthy life, there is a general desire to live where the proportion of carbonic acid gas in the atmosphere is reasonably low. Again, the prices of many of the necessaries, including the necessary luxuries of life, being what they are, houses are wanted which are designed, not only on artistic lines, but on lines which are economical in the widest sense of the word. How, under existing conditions, the majority of people manage to satisfy their requirements is a puzzle. Yet, when one visits the outer suburbs and sees houses costing anything from £400 to £2,000 going up in all directions, it would seem that the problem gets solved somehow. Too often the secret of the solution is to be found in the extract from H. G. Wells's book. The troubles of the householder who would build are four :

1. He does not know where to look for an architect at once skilful, economical and artistic. If he does know where to look, the architect is probably not particularly keen about the small job offered him. If he undertakes it he expects to be paid, reasonably enough from his point of view, on a higher scale than is usual. The result is that architects have very little to do with a large proportion of the houses which people of moderate means build.
2. If the intending house-owner has obtained by chance the plan of a house which satisfies him more or less, he has to find a builder.

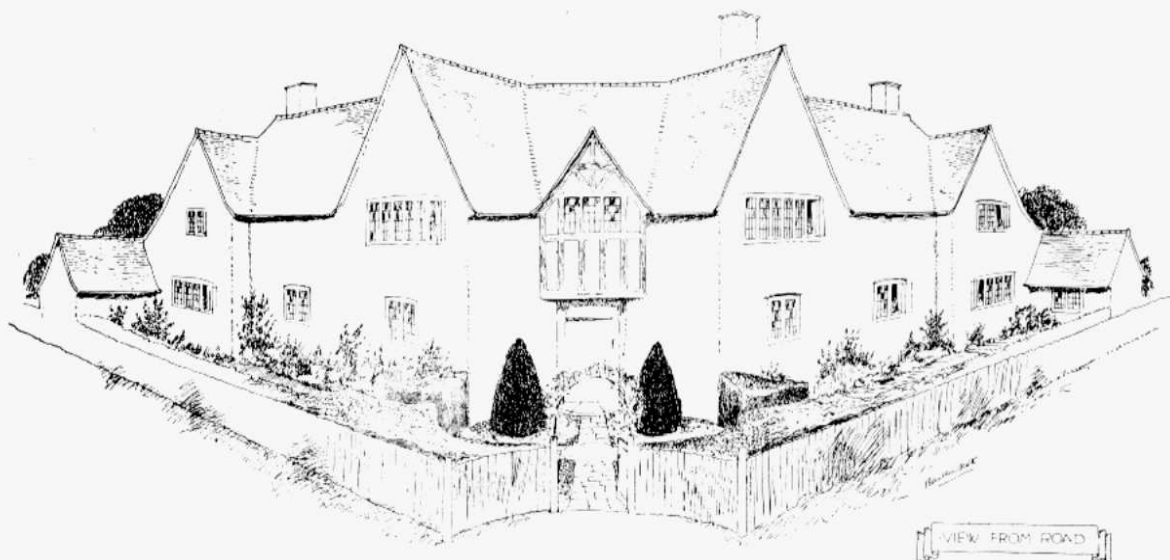




MR. BAILLIE SCOTT has designed a number of characteristic houses for the Hampstead Garden Suburb Development Company. Views of interiors of some of these houses and of a courtyard entrance will be found on the following pages. The building materials are simple and substantial, oak beams within, purple brick, red tiles, and cool grey rough-cast outside. Above and on next page are drawings of houses in Meadway; below are plans.





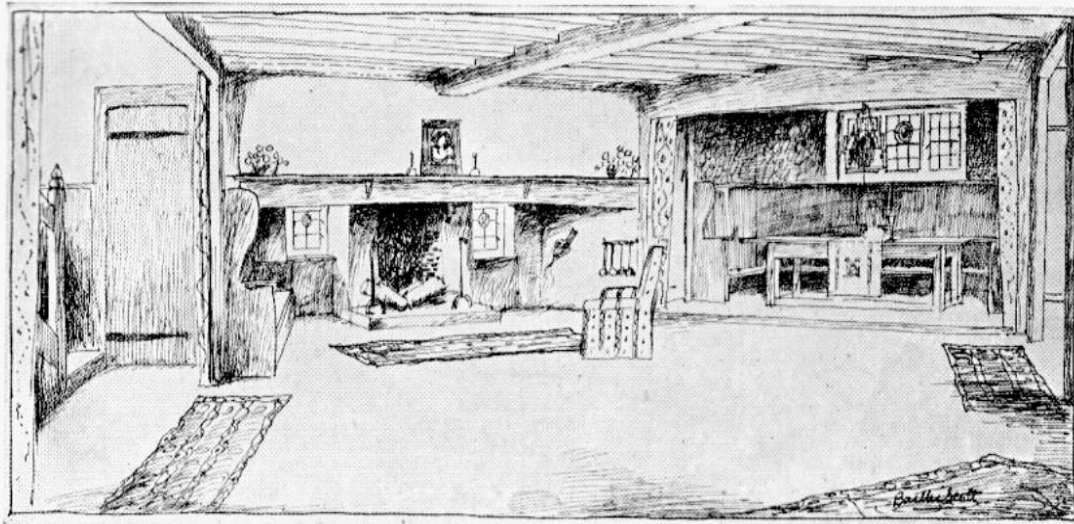


### A CORNER HOUSE IN MEADWAY

*The House which, for want of a better word, we must continue to differentiate from the ordinary house as "artistic," bases its claims not on its frillings and on its adornments, but on the very essence of its structure. The claims of common-sense are paramount in its plan, and its apartments are arranged to secure comfortable habitation for its inmates, and to reduce labour in service to a minimum.—"Houses & Gardens."*

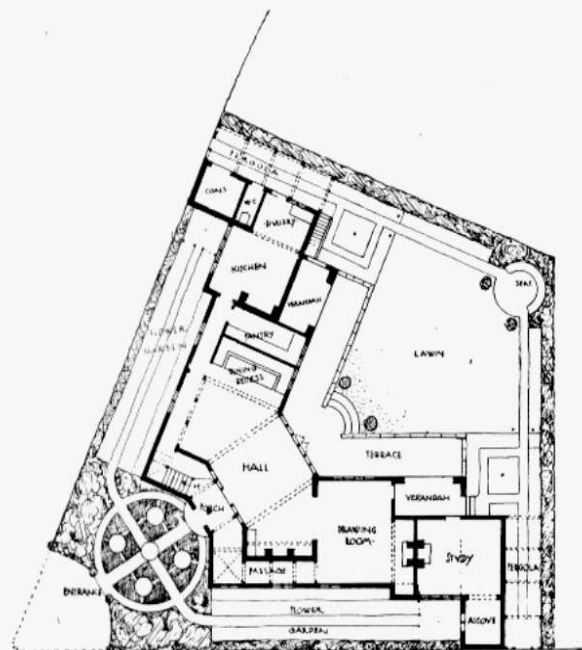






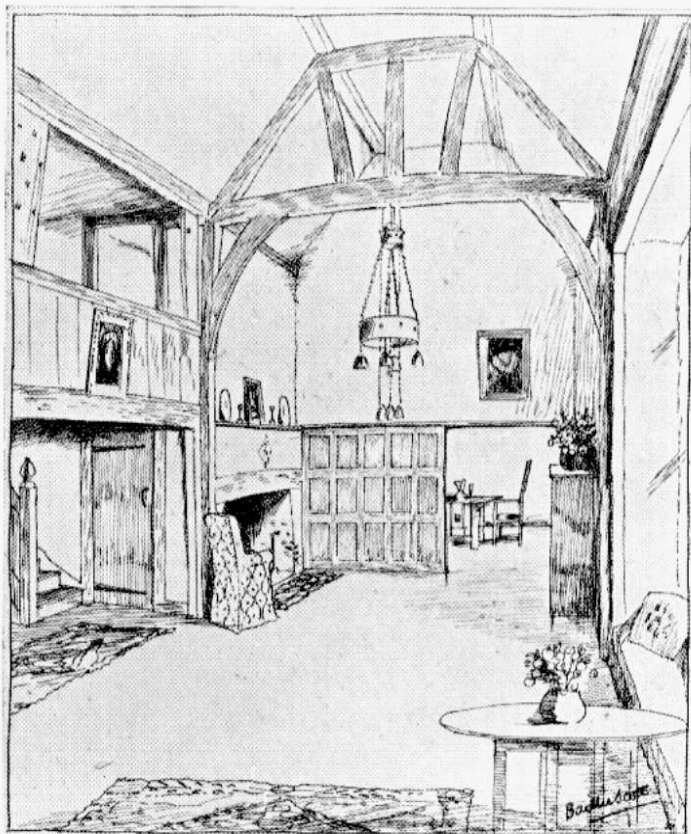
*HALL AND DINING ROOM  
RECESS IN A HOUSE IN  
MEADWAY*

*Lovers of oak and honest English timber will find pleasure in the beams and panelling of Mr. Baillie Scott's interiors, which recall old traditions of English craftsmanship. To people who like houses of the suburban villa type, these will not appeal.*

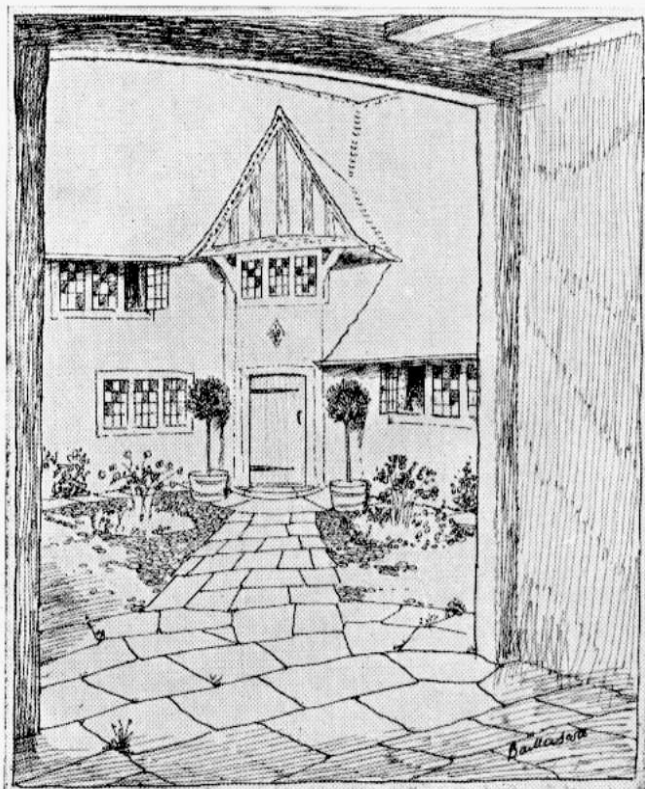


*Ground plan of the Corner House  
on opposite page*





*HALL AND GALLERY  
FOR A HOUSE IN  
MEADWAY*

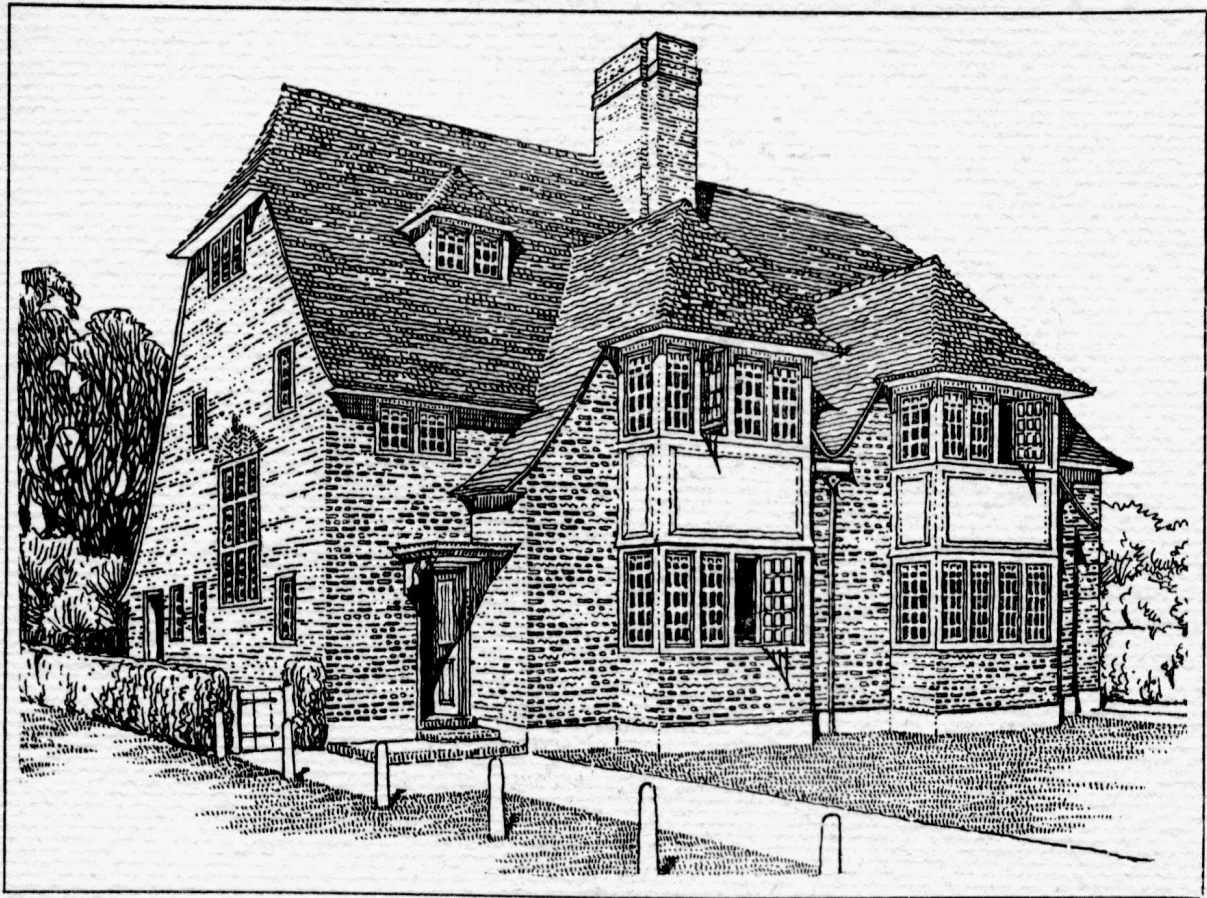


*ENTRANCE AND COURT-  
YARD*

*Through the wide porch the entrance is to a sunlit courtyard paved with stone flags. The half timber work above the doorway is in English oak. In these houses the narrow passage, or small square box, which the speculative builder calls a hall, has given place to an apartment more worthy of the name.*

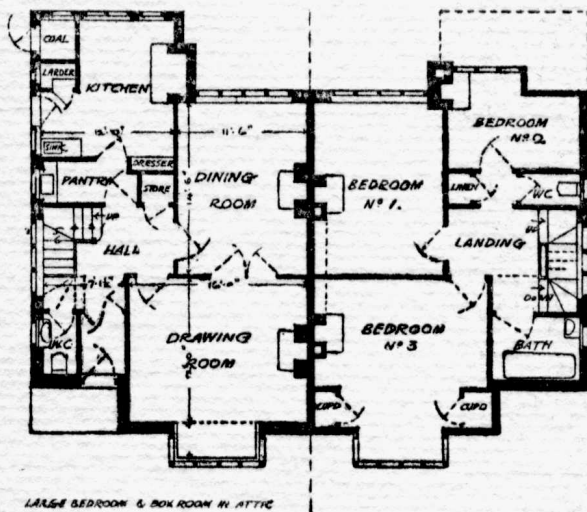


# HAMPSTEAD GARDEN SUBURB



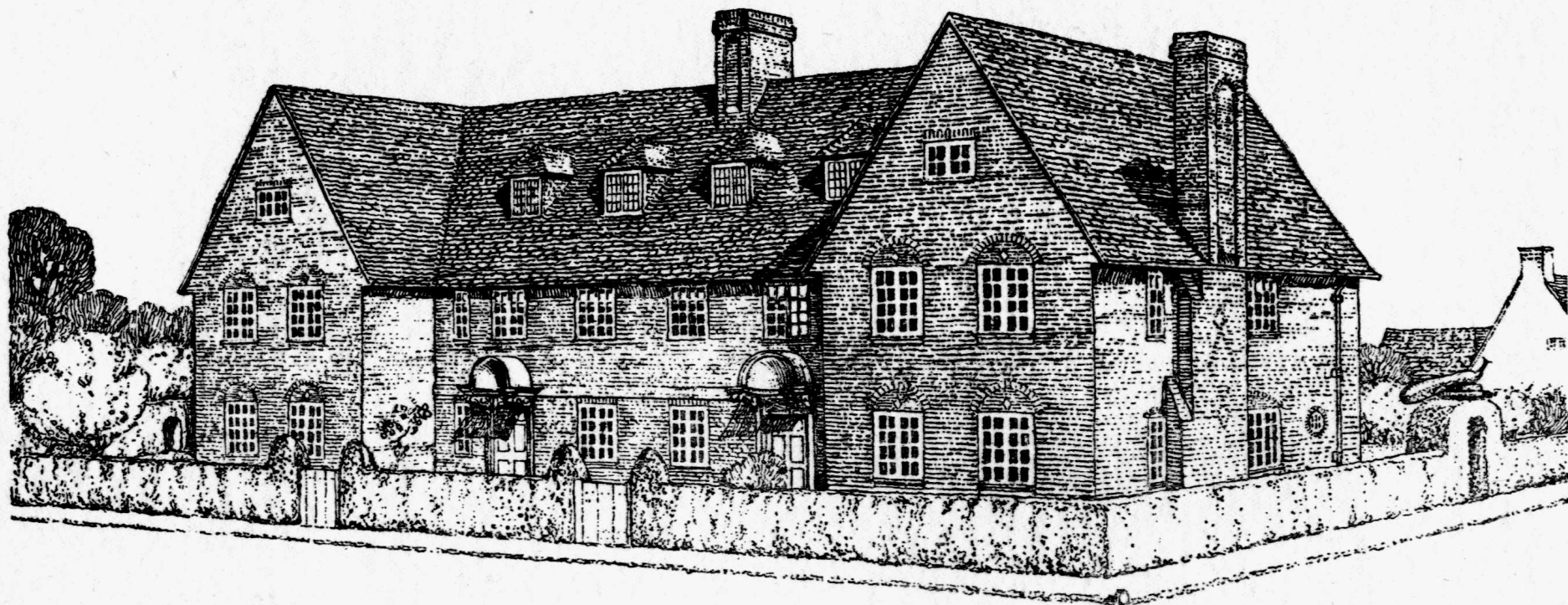
## HOUSES IN ROTHERWICK ROAD

By Michael Bunney and C. C. Makins, A.A.R.I.B.A., with plan



Now it is well known that the big builder is quite above a small job, or, if he takes it, he charges extra and gives it no personal attention. The small builder is high-priced because he is short of capital, buys very badly, and cannot get enough work out of his inferior staff. Even if he wants to give good work to a customer he cannot manage it, because his men have received a training in scamping.





*HOUSES IN MEADWAY*  
*By Herbert A. Welch*



# HAMPSTEAD GARDEN SUBURB

Sir Benjamin Brodie, the surgeon, writes that, finding his health failing in 1823, he "engaged at first a ready-furnished house at Hampstead, and afterwards had a permanent residence there, at which my family remained, and where I dined and slept, coming to London every morning after an early breakfast."

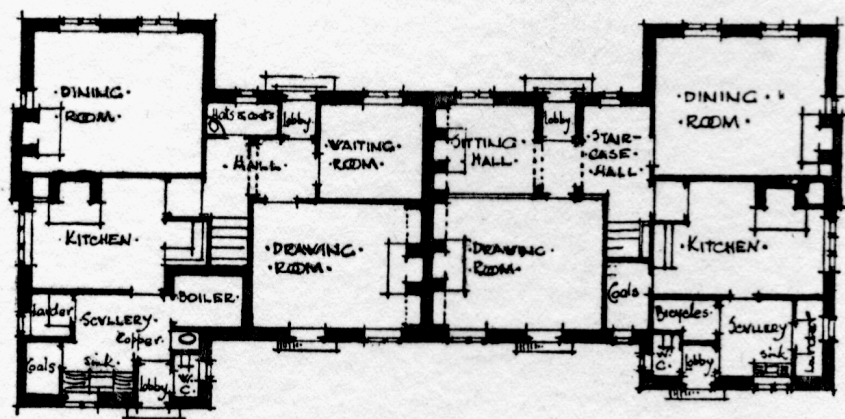
3. A householder does not build a house for himself every day. Therefore when he does build he usually feels, like a sensible man, that he might as well have a good house. If it is a good house it will not only be an excellent thing for himself and family while they live in it, but if he has to sell the house it is likely to fetch a fair price. In these circumstances he is not disposed to be niggardly about the sum spent. In many cases, however, he has not easily available all the money he would like to lay out. Nevertheless, it is difficult for him to find his requirements perfectly suited in the prospectuses of some of the building societies.

4. With regard to the site, experience shows that the chances are that, in one direction, if not in another, he is likely to be imposed upon. On the other hand, if he proceeds with the business in hand in full panoply of attending architect, attending surveyor, and attending solicitor, he fears he is going to be ruined by professional charges.

The result is, that it is the exceptional thing for a man to build his own house, at any rate with the assistance of an architect of his own. In despair, he usually buys a house already built. If not that, it is one erected for him to some speculative builder's ready-made plan, with perhaps a room transposed at his instance and one or two extra cupboards added on the suggestion of his wife.

It is, indeed, a strange situation confronting us at this time of day in the capital of the Empire—hundreds of people tired of paying rent, and weary of the inconvenience and discomfort attendant upon living in other people's houses, all vainly seeking homes with a character of their own, well and economically built, worthy-looking inside and out, properly planned, and, what must never be forgotten, not too far from the office.

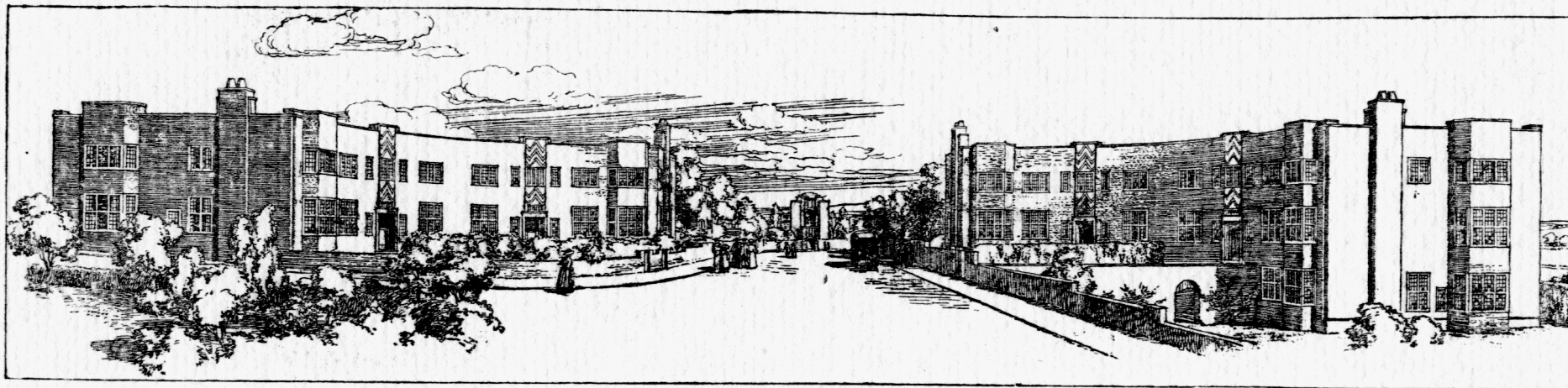
On the other side of Hampstead Heath, three miles away from where Bank Holidays are kept, an experiment is being tried which must interest these troubled householders



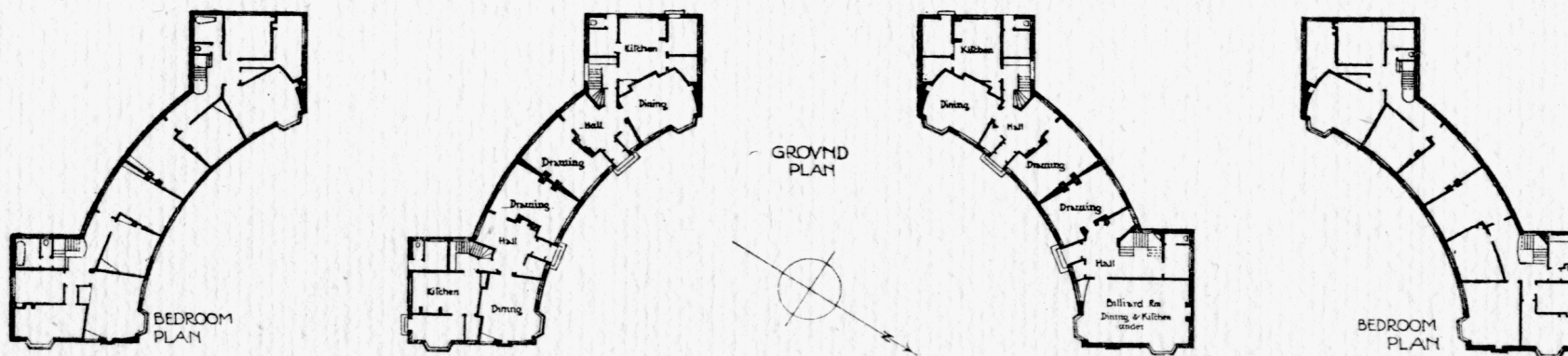
HOUSES IN MEADWAY

*Perspective of which is on opposite page*





*No finer houses have been built in the Suburb than the beautifully proportioned group which Mr. Edgar Wood has designed for the Heath approach to Wellgarth Road. Relying for architectural effect on proportion and balance, he has achieved a result full of dignity and charm. The sketch shows the whole group of four houses, two on each side of the road. The design for these houses was exhibited at the Royal Academy, 1909*





# HAMPSTEAD GARDEN SUBURB

“Hampstead Wells ; or Directions for drinking the Waters.”—*Title of a work by Dr. John Soame, 1734.*  
“Perfumed with a Hampstead breeze.”—“*Belsize House,*” a poem.

## CHAPTER IV.

### STATESMANSHIP IN A SUBURB

NEARLY everyone has heard vaguely of the efforts which have been put forth in the North-West of London for the preservation of open spaces. First, Golder's Hill Park, perhaps the finest park of its kind in the environs of the Metropolis, was secured on the death of Sir Spencer Wells. Then came not only the thwarting of a proposal to carry a Tube out to the historic farm of Wyldes, almost within sight of the famous “Spaniards,” but the buying up, for the best uses of the people of London, of a great tract of country running about two miles north-west from Hampstead Heath, and of about 240 acres in extent. The credit for this piece of Metropolitan statesmanship belongs to the Hampstead Garden Suburb Trust.

Statesmanship, because the Trust did not secure the property of the Eton College Trustees for £112,000 merely as an addition to Hampstead Heath. It recognised that the people of London were as much in need of a healthy, harmonious, dignified suburb as of an open space. So with no ordinary ingenuity, while a block of some 80 acres has been added to the Heath, parts of the estate have been reserved for enlightened building in such a way as to have nearly two miles of frontage to the open country.

What such land would be worth if developed solely for purposes of profit it is difficult to estimate. At one end of the estate where the Hampstead Golf Course forms a boundary, only houses of a larger type with good gardens are under erection. At the northern end, in pleasant contrast, cottages are being built, public greens and open spaces are being laid out, and the charm of an old English village is being successfully recreated by Barry Parker and Raymond Unwin.

The phrase “enlightened building” has been used. Enlightened building means the orderly planning of the area on which houses are permitted to be built instead of leaving certain spaces for sale to private persons and speculators, to be dealt with by them as they may have a mind.

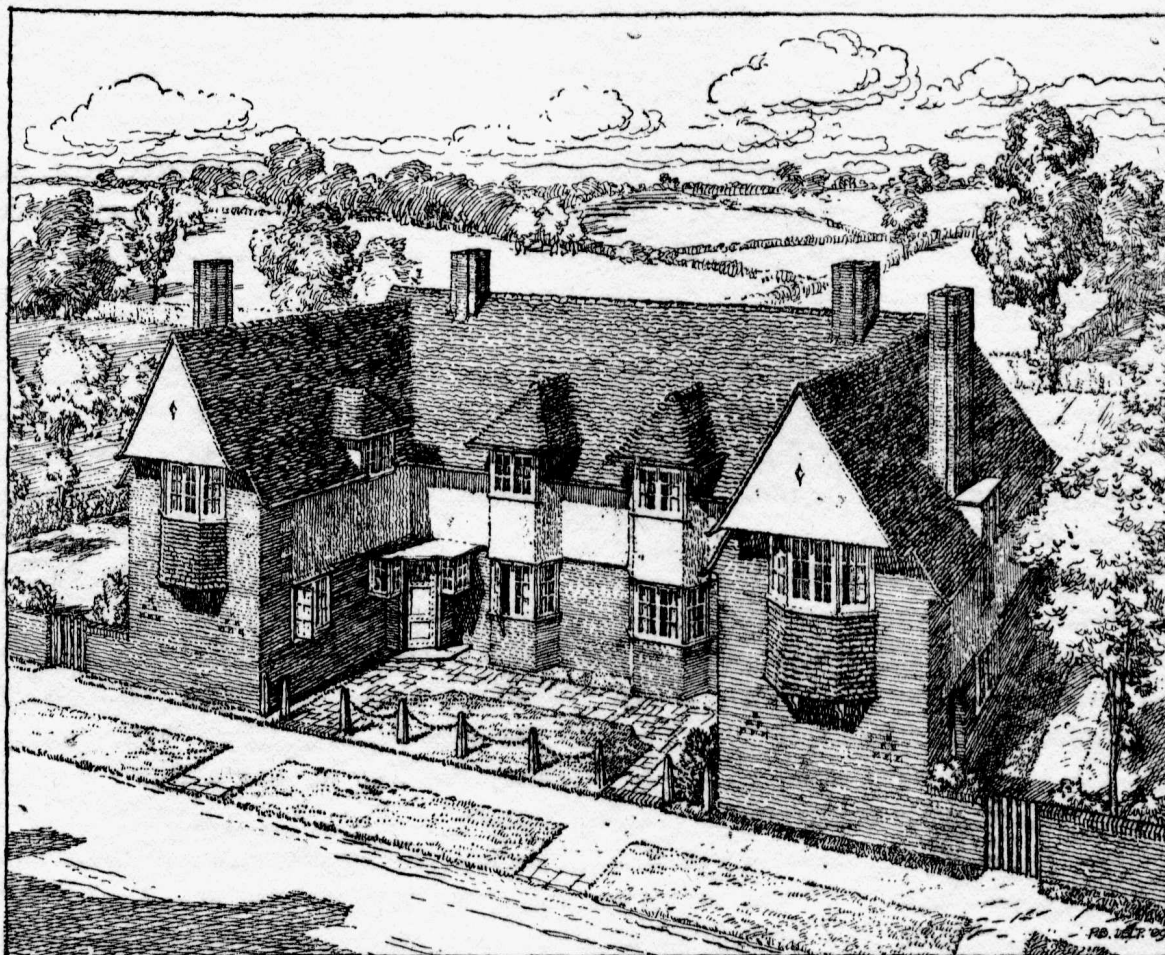
It means also, as the committee presided over by the Earl of Crewe explains, the preservation of every bit of the great store of natural beauty which the wooded, rolling country possesses. All the trees, in which the land is so rich, and, as far as possible, all the fine thorn hedges are scrupulously preserved. Where the plan has not suited the trees and hedges, the plan has been altered.



# HAMPSTEAD GARDEN SUBURB

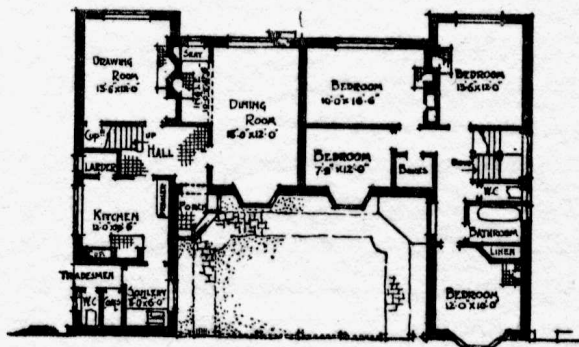
*Smart* : Hampstead for a while assumes the day. The lively season o' the year, the shining crowd assembled at this time, and the noble selection of the place give us the nearest show of Paradise.

*Bloom* : A sweet rural spot where every man wears a face of pleasure.—“*Hampstead Heath*,” a Comedy performed at Drury Lane in 1706.



GROUP OF HOUSES

By C. M. Crickmer in Rotherwick Road, with plan

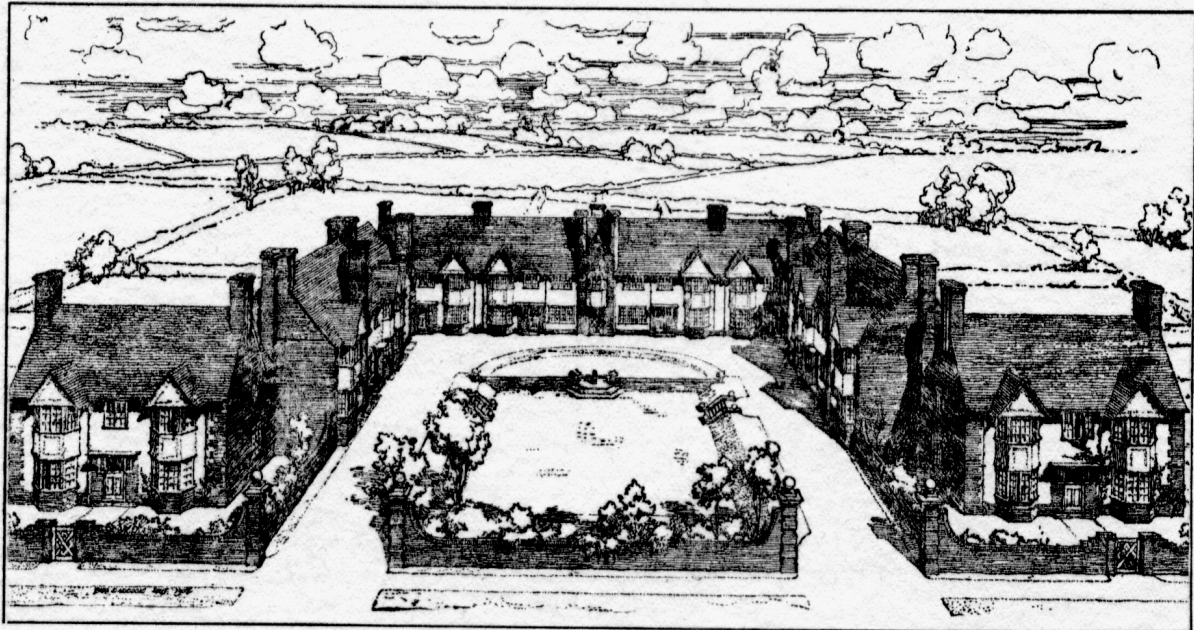




# HAMPSTEAD GARDEN SUBURB

“Houses for people to live in.”—*Ibsen's "Master Builder."*

The first thing that is done in the development of the ordinary estate is to fell and sell off every scrap of the timber, to root up all the hedges, and to fill up every pond.



*A GROUP OF HOUSES IN HAMPSTEAD WAY BY GEOFFRY LUCAS, A.R.I.B.A. This sketch clearly shows how scientific planning improves the general appearance of an estate. Some of the houses of which this interesting group is composed are illustrated on p. 30. Although attractive in themselves, it is obvious how much each individual house gains in dignity and architectural effect by the grouping. A plan appears on page 31.*

On this estate on the Northern Heights of London, in the most beautiful part of Hendon, wide views unfold themselves over the surrounding country, and the hills of Hampstead and Highgate shut off the smoke and fogs of the Metropolis. It is to be built on, but it is not to be built up. The Hampstead Garden Suburb Act limits for ever the number of houses to be built per acre.





*SOME OF THE HOUSES BELONGING TO THE GROUP shown on preceding page. The design for these houses was exhibited at the Royal Academy, 1909*



# HAMPSTEAD GARDEN SUBURB

“Then late from Hampstead journeying to his book,  
Aurora oft for Cephalus mistook ;  
What time he brushed the dew with hasty pace,  
To meet the printer's devils face to face.”

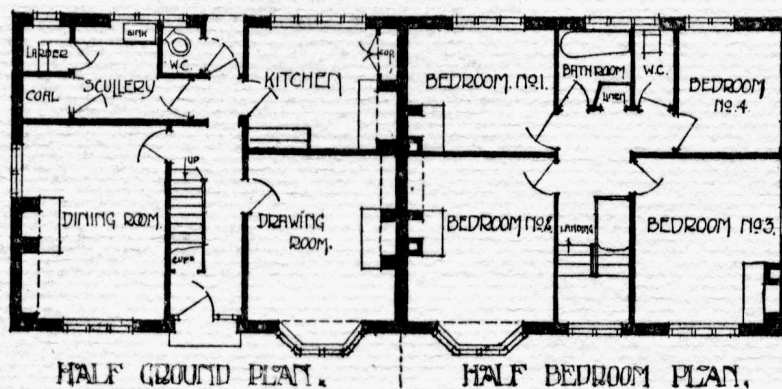
Further, it enables wayside greens and grass margins to be added to the roads in a way which the usual bye-laws of Local Boards render impossible. It is a great thing, indeed, that an area famous for centuries for its pure, clear and bracing air, a breezy agricultural tract, although within 25 minutes of Charing Cross—a 3d. fare by the new Hampstead Tube—should be preserved for London. The Hampstead Garden Suburb, which is rising on what has been described as the finest building land now available within six miles of Charing Cross, was not created as a commercial speculation. The intention of its founders was to preserve for London, unspoiled by vulgar houses and mean streets, the foreground of the beautiful country that forms the western boundary of the Heath, and to create a residential quarter for Londoners, where the comfort of the inhabitants and the beauty of their surroundings should not be sacrificed to the greed of the landowner or the necessities of the speculative builder.

“When various plots are disposed of to different builders, and each builder considers only his own interest,” wrote, in July, 1905, the Committee of the Hampstead Garden Suburb Trust, a voluntary committee of which the Earl of Crewe was Chairman, “the result is what may be seen in the unsightly modern streets.

“Our hope is that every road may have its own characteristic, that small open spaces may be within reach of every child and old person, that no house may darken or offend a neighbour's house, that the whole may be so grouped round central features and central buildings, and that from every part there shall be good views or glimpses of distant country.

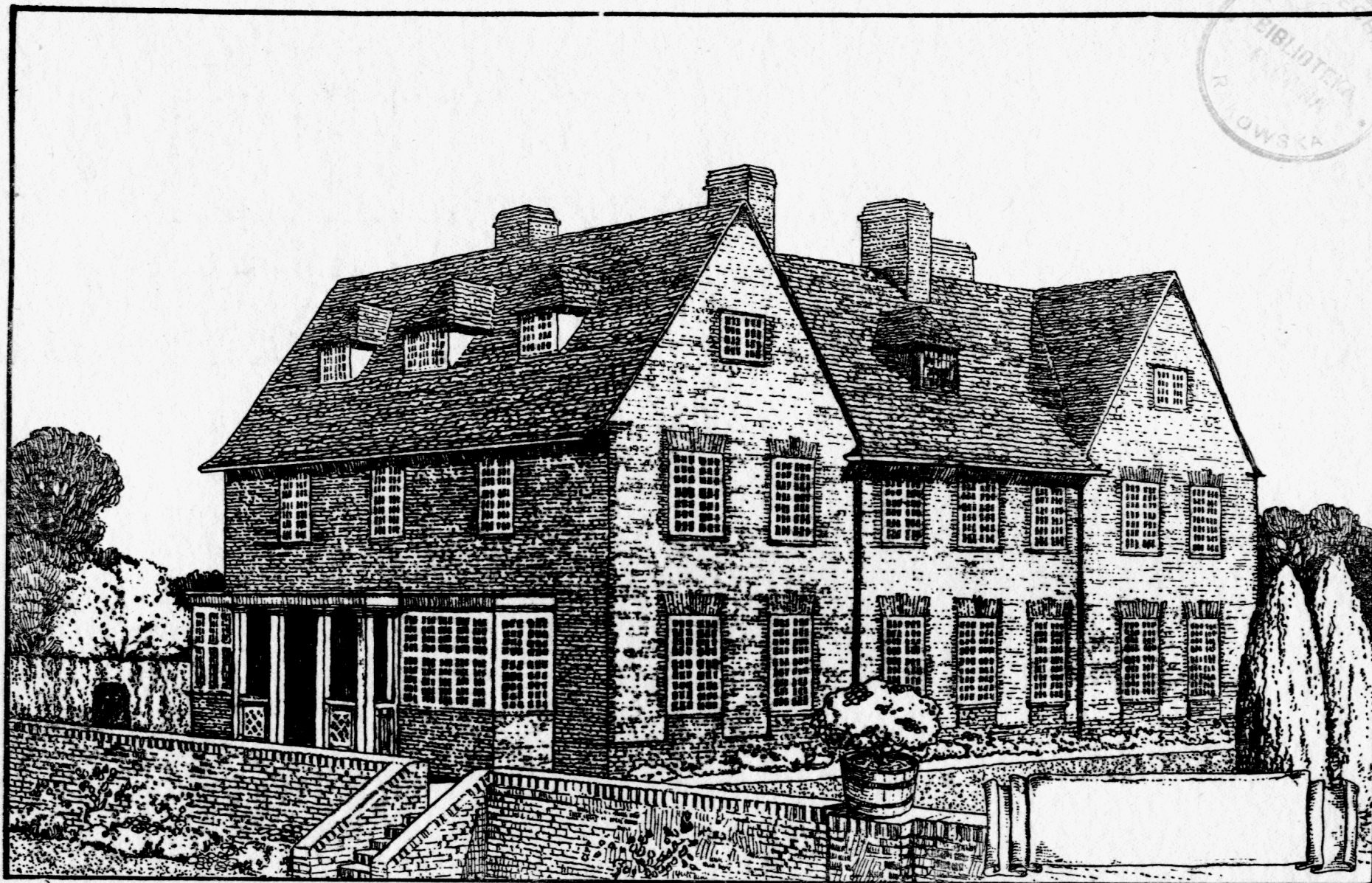
“Our object is so to lay out the ground that the foreground of the distant view may be preserved, if not as open fields, yet as a gardened district, and that the buildings may be kept in harmony with the surroundings.

“We believe,” the Committee concluded, “that the successful example of such a plan of town development might take away some of the anxiety now caused by town extension.”



*Plans of house on page 29*





POLITECHNIKA  
BIBLIOTEKA  
KRAKOWSKA

*A HOUSE ON THE HEATH, BY BARRY PARKER & RAYMOND UNWIN, characterised by a stately simplicity not unusual in the houses built in the Garden Suburb*



# HAMPSTEAD GARDEN SUBURB

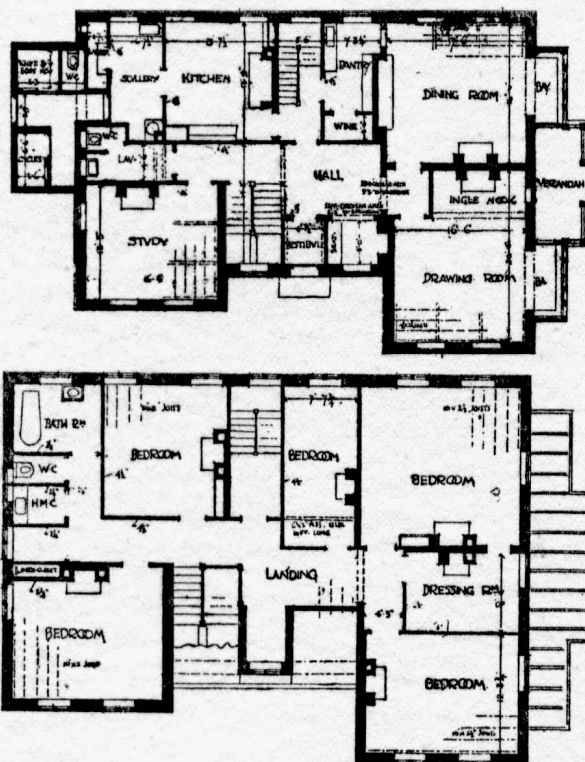
"I went to visit a gentleman at his country house at Hampstead. On this hill you enjoy a delightful prospect. On the one hand stands Highgate, before you this overgrown Metropolis with all its spires extends for many a mile, and behind you you see an immense expansion of groves till (as Thomson says) 'all the stretching landscape into smoke decays.'"—*Temp.* 1763. From "*James Beattie : Some Unpublished Letters.*"

## CHAPTER V.

### A NEW KIND OF ESTATE DEVELOPMENT COMPANY

MRS. BARNETT, whose patient persistency in the pursuit of an ideal cannot be too fully acknowledged; Mr. Alfred Lyttelton, M.P. (late Colonial Secretary); Sir Robert Hunter (Chairman of the National Trust for Places of Historic Interest or Natural Beauty); the Earl of Crewe (the present Colonial Secretary); Mr. Charles Booth (Author of that Metropolitan classic, "The Life and Labour of the People in London"); Mr. George Cadbury (whose own remarkable manufacturing village is famous); Mr. W. H. Lever, M.P. (who has himself a beautiful house on the Heath, and a model village in Lancashire); Mr. Henry Vivian, M.P. (the work of whose Co-partnership Associations has recently received such a whole-hearted testimonial from Mr. Balfour); and the other public-spirited people at the head of the Hampstead Garden Suburb Trust, soon saw that it was necessary not only to promulgate fine ideals, but to get them carried out in practice.

So, after their architects, Barry Parker and Raymond Unwin (whose excellent work on a more modest scale at Letchworth is well known), had laid out the new Suburb in consultation with that notable designer, E. L. Lutyens, there was formed, with the friendly co-operation of the Parent Company, a Garden Suburb Development Company to undertake building on the estate.



PLANS OF THE HOUSE OPPOSITE  
By Barry Parker and Raymond Unwin



# HAMPSTEAD GARDEN SUBURB

It is recorded that in "March, 1783, died at Hampstead, Miss West, the notorious female pickpocket ; for many years celebrated by the appellation of the *Modern Jenny Diver*. She is said to have bequeathed nearly 2000*l.* to her two children."

It was to devise a scheme for building houses which should not only themselves be examples of the best work that could be obtained, but be designed and grouped in proper relation to one another, so that each should form part of a well-considered scheme for making the streets, as well as the houses, beautiful.

The Garden Suburb Development Company has gone to work on lines which are almost entirely new in the history of estate development. Realising keenly the difficulties with which the intending houseowner is confronted, it has set itself fairly and squarely to meet every one of them.

In the first place, it put itself into communication with men whom it believed to be among the best exponents of domestic architecture in this country. It placed sites before them and asked for the best they could do in designing houses. Paying the highest fees and offering the best facilities for the expression of the architects' ideas, it has received from the following distinguished members of the architectural profession designs of remarkable interest and value :

MICHAEL BUNNEY & C. C. MAKINS,  
A.A.R.I.B.A.

COURTENAY M. CRICKMER.

E. GUY DAWBER, F.R.I.B.A.

HORACE FIELD, F.R.I.B.A., & EVELYN  
SIMMONS.

W. CURTIS GREEN, A.R.I.B.A.

P. MORLEY HORDER, F.R.I.B.A.

JOSEPH & SMITHEM.

LANGLEY & J. C. BAINES, A.R.I.B.A.

J. GEOFFRY LUCAS, A.R.I.B.A.

E. L. LUTYENS, F.R.I.B.A.

ARNOLD MITCHELL, F.R.I.B.A.

BARRY PARKER & RAYMOND UNWIN.

M. H. BAILLIE SCOTT

C. HARRISON TOWNSEND, F.R.I.B.A.

W. H. WARD, M.A., A.R.I.B.A.

T. M. WILSON.

EDGAR WOOD, A.R.I.B.A.

There are now in the offices of the Company, for inspection, a very large number of delightful plans. It is certain that in the ordinary course few intending houseowners can ever have the opportunity of examining and making their choice among such a selection.

The intending houseowner need not restrict himself, however, to any one of the numerous plans at the Company's office. He can have a new one made for him at no extra cost, or the Company will work in conjunction with his own architect. When the plans are finally decided upon the Company will quote a fixed and reasonable price, to include not only the actual cost of building, but such additional items as fees to architect and to local authorities. This ensures that there shall be no extras of any description on the quoted price of the house.

If financial assistance is required the Company can procure mortgages, as explained in a later chapter, or arrange for payment of the purchase-money by easy instalments, extending over a period of years.



# HAMPSTEAD GARDEN SUBURB

“Walked to Hampstead, and enjoyed the air and sweet-scented meadows. Thought of others who would have liked this rural stroll.”—*Haydon*.

## CHAPTER VI.

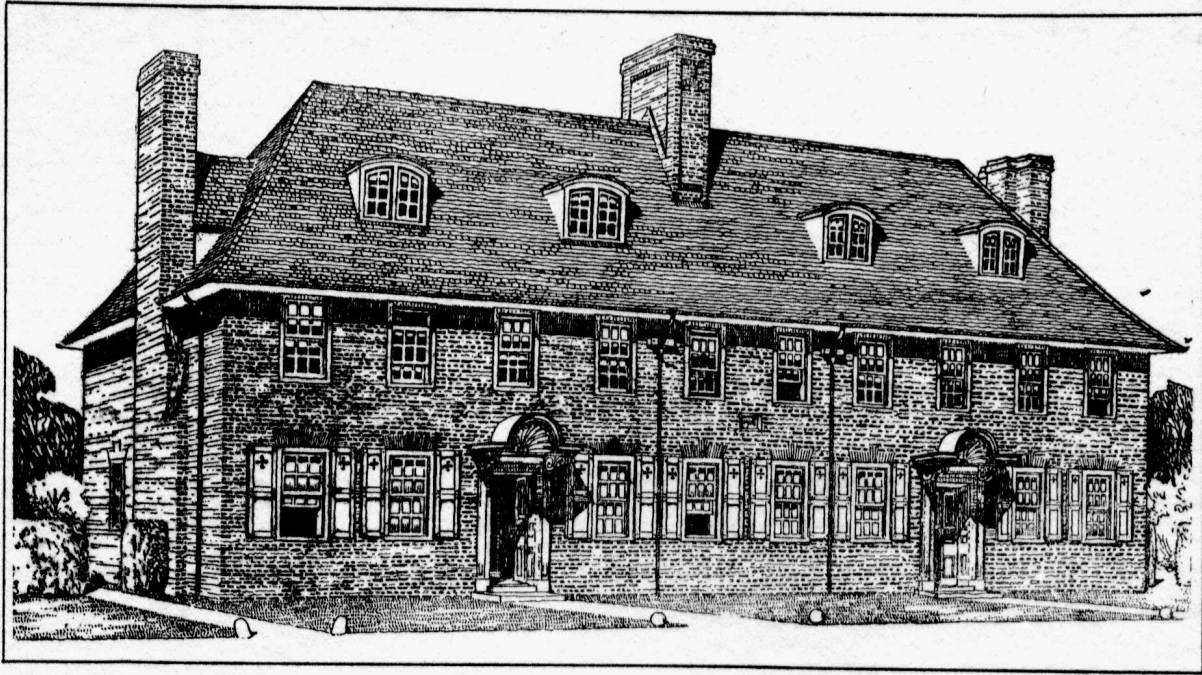
### THE ECONOMICS OF CONTRACTING

WITH regard to the actual building of the houses, the Company saw that it could only hope to effect economies by employing a firm accustomed not only to building on a large scale but to getting good work out of its men. As has been explained, large builders will not tender for one or two houses.

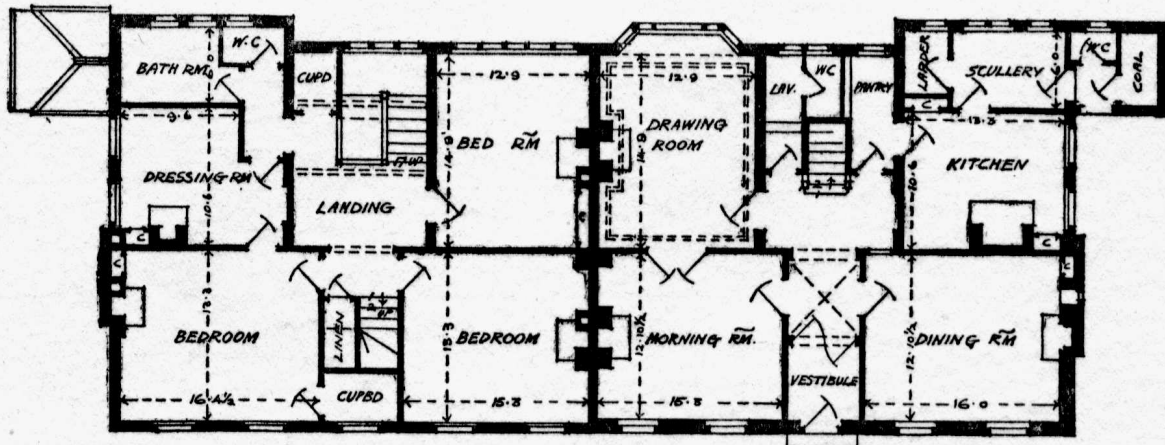


*A GROUP IN HAMPSTEAD WAY  
BY JOSEPH & SMITHEM*





*A PAIR OF HOUSES, by MICHAEL BUNNEY, A.R.I.B.A., in the 18th century style, forming part of a Square almost adjoining the Heath*



FIRST FLOOR PLAN

GROUND FLOOR PLAN

ATTIC FLOOR CONTAINS TWO BEDRMS 15x11.6 & 12x10.6 BOXES & CISTERN ROOMS.



# HAMPSTEAD GARDEN SUBURB

“And here in street and square  
 The prisoned trees contest  
 Her favour with the best  
 To robe themselves full fair  
 And forth their buds provoke,  
 Forgetting winter brown  
 And all the mire and smoke  
 That wrapped the dingy town.”  
 —Robert Bridges.

But, for the reasons which have been stated, the small builder is also out of the question. The Company had the happy, business-like idea of asking for tenders on the basis not of building a house or two but of undertaking £30,000 worth of work. For business on this scale, firms of repute are naturally prepared to compete. Here is an actual list of tenders secured by the Company on the basis of one, ten, twenty or thirty houses :

Tenderer.	Cost if One built.			Cost if Ten built.			Cost if Twenty built.			Cost if Thirty built.		
	£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
W. Moss & Sons, Ltd. ...	647	0	0	614	13	0	608	3	8	601	14	3
Second Tenderer ...	679	0	0	668	16	4	662	0	6	645	1	0
Third „ ...	684	0	0	670	6	6	666	18	0	663	9	7
Fourth „ ...	705	0	0	687	7	6	680	6	6	676	16	0
Fifth „ ...	710	0	0	674	10	0	674	10	0	674	10	0
Sixth „ ...	742	0	0	726	3	3	719	14	9	712	6	6
Seventh „ ...	850	0	0	850	0	0	850	0	0	850	0	0

It is certainly an instructive table. Note not only the difference between the highest and lowest tenderers, but the fact that one firm declined to make reductions if an increased number of houses were given to it to build.

Let the reader consider which of these prices he would be likely to pay if he were inviting tenders for a single house. In all probability none of the firms in the list quoted would be induced to tender at all, and in any case a much higher price would have to be paid than the lowest shown on the schedule. The pioneer of garden suburb development, as practised by the Hampstead Garden Suburb



HOUSES IN MEADWAY  
 By Barry Parker and Raymond Unwin

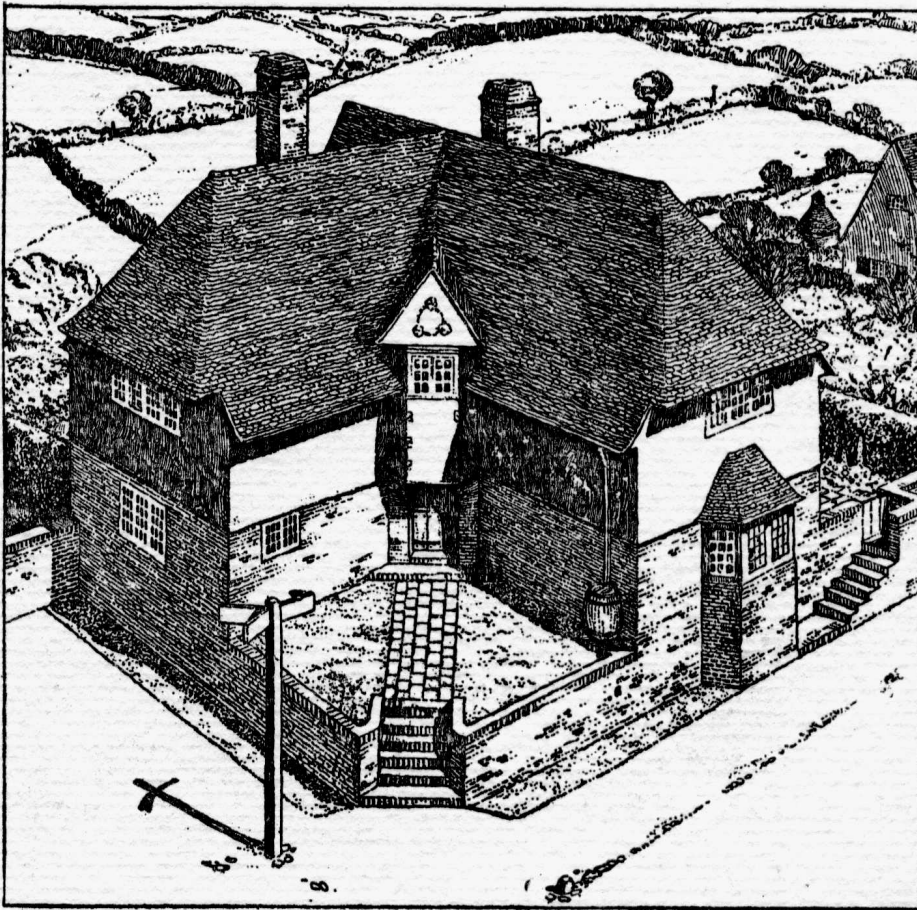


# HAMPSTEAD GARDEN SUBURB

"I love all beauteous things,  
I seek and adore them.  
God hath no better praise,  
And man in his hasty days  
Is honoured for them."

—Robert Bridges.

Development Company, is undoubtedly Mr. William Willett, who has laid out roads in Elsworthy and Wadham Gardens, South Hampstead. All the houses in "Elsworthy Village" are designed by architects, are of the excellent construction with which Mr. Willett's name is synonymous, are grouped so as to obtain a uniformity of effect in the road, and they have a little wayside green. The price, however, for which Mr. Willett offers a house enjoying these amenities is about £4,500, with a substantial ground rent. What the Hampstead Suburb Development Company does is to offer to the man



*A CHARMING HOUSE, Designed by T. L. DALE,  
to stand at the corner of Hampstead Way and Willifield Way*

of moderate means the advantages which Mr. Willett successfully offers to the rich.

It is of interest to know something of the tenderers who came out first in the competition. All the principals have had several years' practical experience of one or some of the building trades. Therefore they have an exceptional grip of the details of their business, and their foremen and men





*VIEW FROM THE GREAT WALL IN MAY*

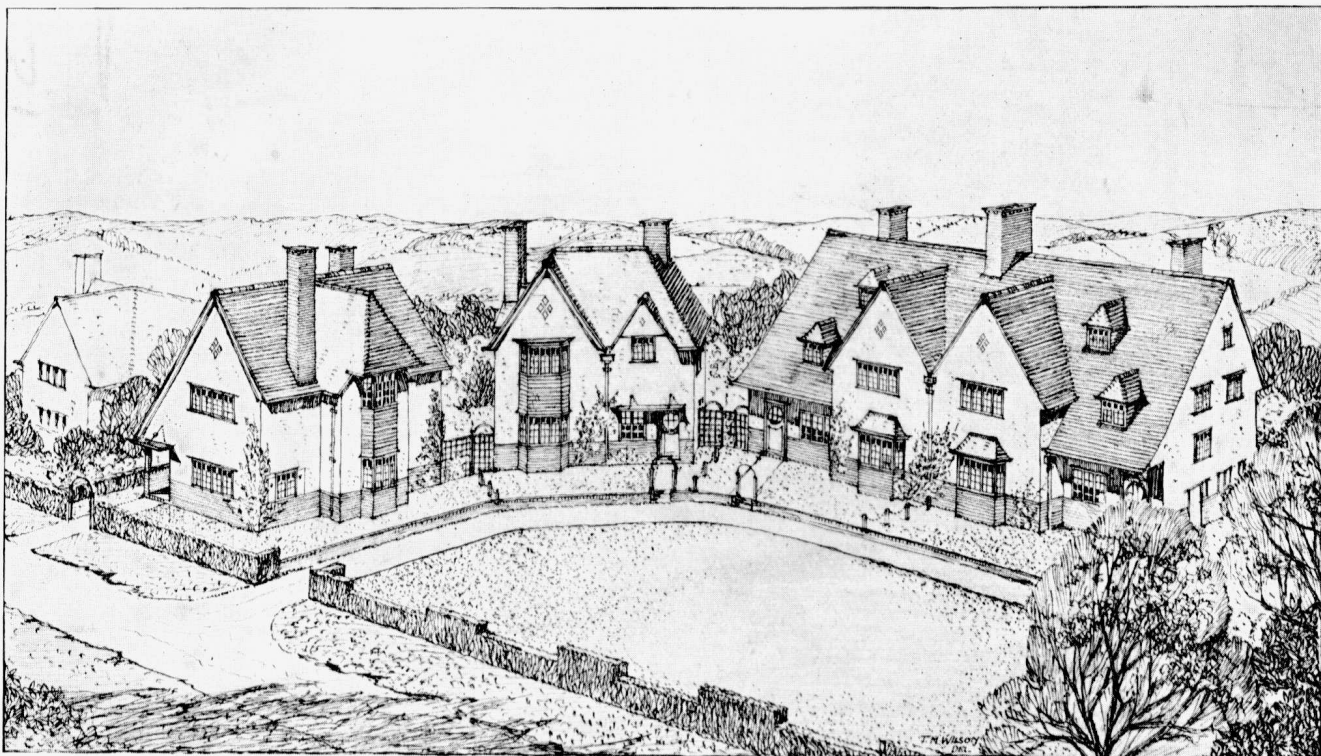
*From the extreme right. All the land from the Wall to the skyline is open land in perpetuity. Park Lane has no such expanse before it as the Garden Suburb possesses. Overleaf are photographs taken from the Wall farther to the left. It was impossible to command the view in fewer than three photographs. The pipes in the foreground are to be put in to lead water to the ponds.*





*VIEWS FROM THE GREAT WALL  
IN FEBRUARY*



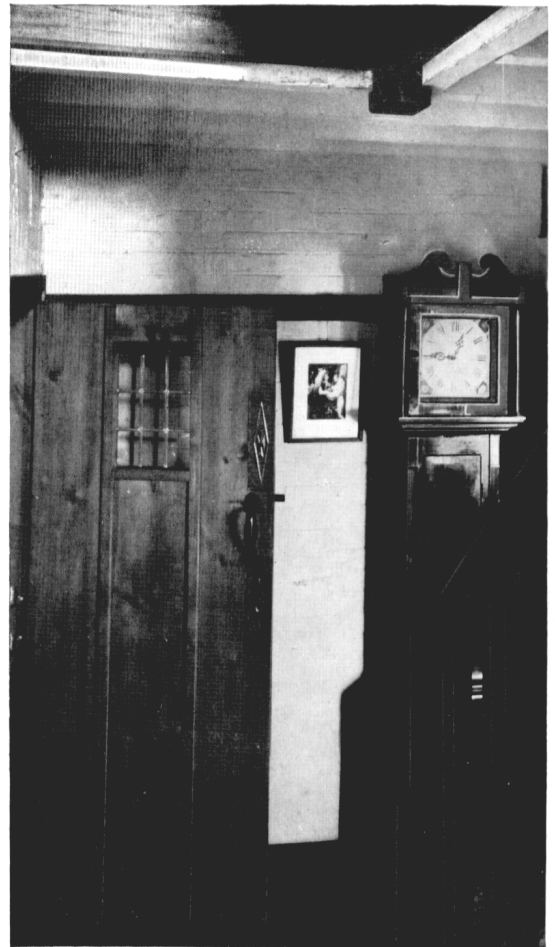


*GROUP in TEMPLE FORTUNE LANE, by E. GUY DAWBER, F.R.I.B.A., part of which is shown in photograph on page 76. The open space is in reality laid out as a pleasure garden, and, though perpetually maintained by the Trust, is reserved for the half-dozen houses that adjoin. Each house has its private garden as well.*

*GROUP in HAMPSTEAD WAY by BARRY PARKER and RAYMOND UNWIN, illustrating the intention of the Development Company to ensure for cottages the same excellence of design and soundness of construction as are found in their larger houses.*







*A LIVING ROOM & SITTING ROOM in one of the Cottages, by Barry Parker and Raymond Unwin, in Temple Fortune Lane*



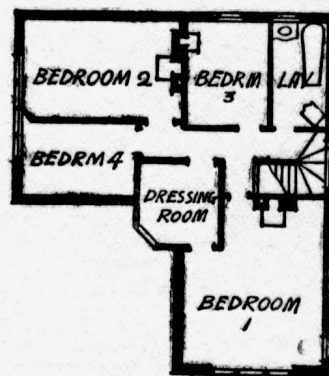
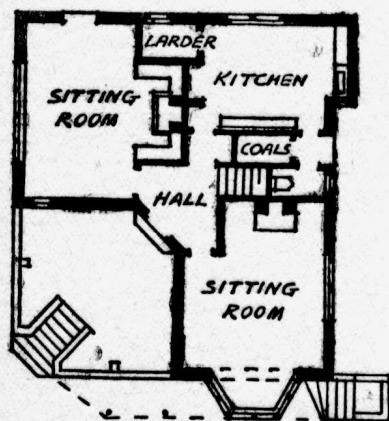
# HAMPSTEAD GARDEN SUBURB

"My house is perfect. Just large enough to allow that grace and order in domestic circumstance; just that superfluity to lack which is to be less than at one's ease. The fabric is sound; the stairs do not creak under my step; I am waylaid by no unkindly draught; I can open or close a window without muscle-ache. . . . Through the greater part of my life I was homeless. This house is mine. I should like to add to the Litany a new petition: 'For all inhabitants of great towns, and especially for all such as live in any sordid substitute for home, which need or foolishness may have contrived.'"—*"The Private Papers of Henry Ryecroft."*

know that they are not to be imposed upon. Then, all their woodwork—and even the novice can appreciate its good quality—is done at country prices, in up-to-date joinery shops in Leicestershire, and the timber which supplies those properly fitted-up shops is bought at the docks at which it has been discharged. Striking though the houses which are being so carefully built may be, by reason of the skill and artistic feeling displayed by their architects, to notice the excellence of the materials and the conscientiousness with which they are put together is none the less satisfactory from the householder's and housewife's point of view.

The British workman employed by this building firm seems to have had an exciting lesson or two up at Hampstead. Considerably more than 2,000 of him have been "sacked" in nine months in the gracious work of inculcating the lesson that for a fair day's pay it is well that he should do a good day's work of his hands and head.

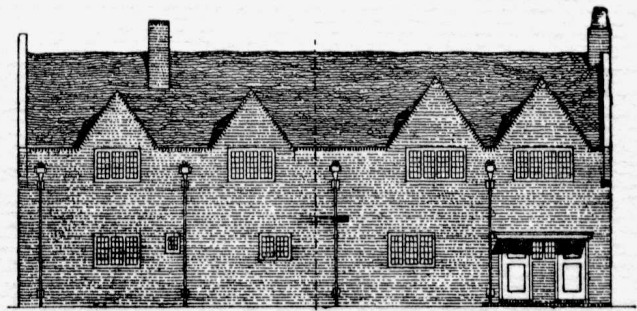
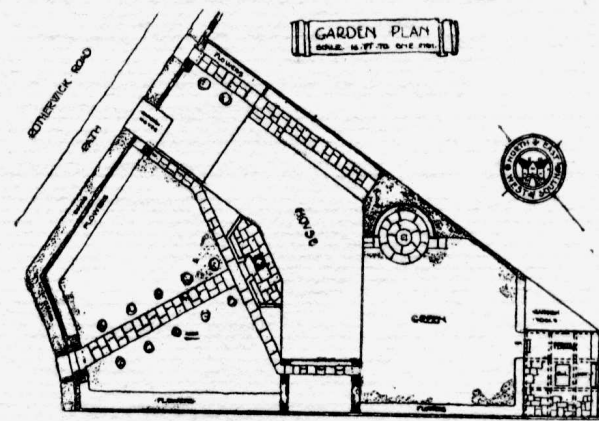
Excellence of workmanship and general efficiency can only be obtained, however, by infinite pains in selecting a staff of conscientious and competent workmen. The best intentions on the part of the builder are fruitless if he is not supported by workmen who are able and willing faithfully to carry out the instructions of the architect. So thoroughly has the work of selecting the best workmen been done for the Development Company at Hampstead that in nine months' building on the estate the ultimate selection of a staff of 300 or 400 workmen necessary



*Plans of house on page 38*

to carry on the Company's operations has only been made after engaging and testing the ability of, as already stated, more than 2,000 men. Needless to say, such methods are entirely unknown to the speculative builder anywhere.





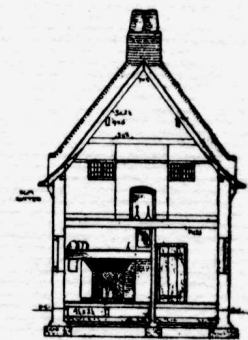
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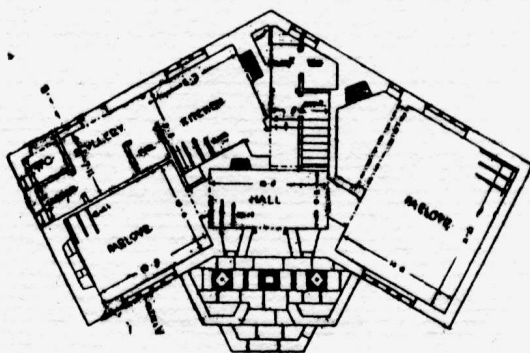
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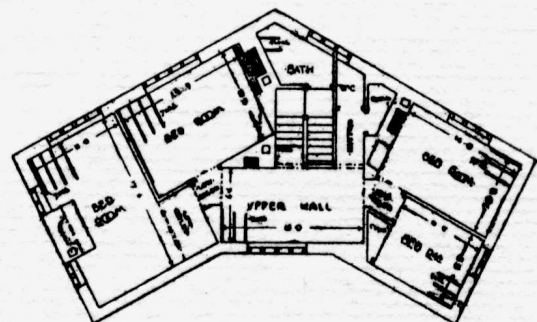
SIDE



SECTION A-B



GROUND PLAN



UPPER PLAN

*WORKING DRAWINGS AS SUPPLIED BY THE ARCHITECT to the Builder for one of the Development Company's houses. Note the restful effect of the large gables and the entire individuality of the planning.*



# HAMPSTEAD GARDEN SUBURB

“When I have a kingdom of my own I will look out for a cottage in it.”

—Swift, in “The Dean of St. Patrick’s.”

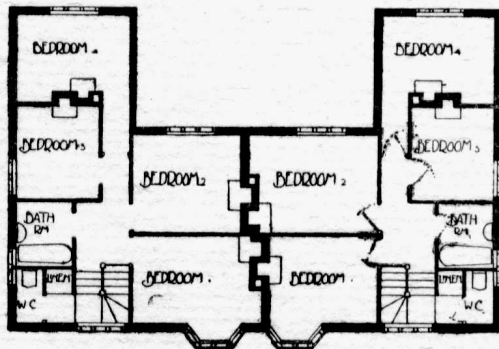


COTTAGES BY BARRY PARKER AND RAYMOND UNWIN  
*With plan*

## CHAPTER VII.

# THE MONEY VALUE OF GOOD DOMESTIC ARCHITECTURE

**A**T the beginning of March, 1908, the Development Company had not cut its first turf. Within a year, however, it had spent two thousand guineas on architects' and surveyors' fees, and had 120 houses, of a value of about £77,000,



built or building, and about a hundred of them sold and sixty occupied! So greatly have the Company's operations been appreciated that a large proportion of the houses were sold before a brick was laid. The houses first disposed of ranged in value from £370 to £1,500, but some of the houses to be erected on the Heath frontage will cost up to £3,000 and £4,000.

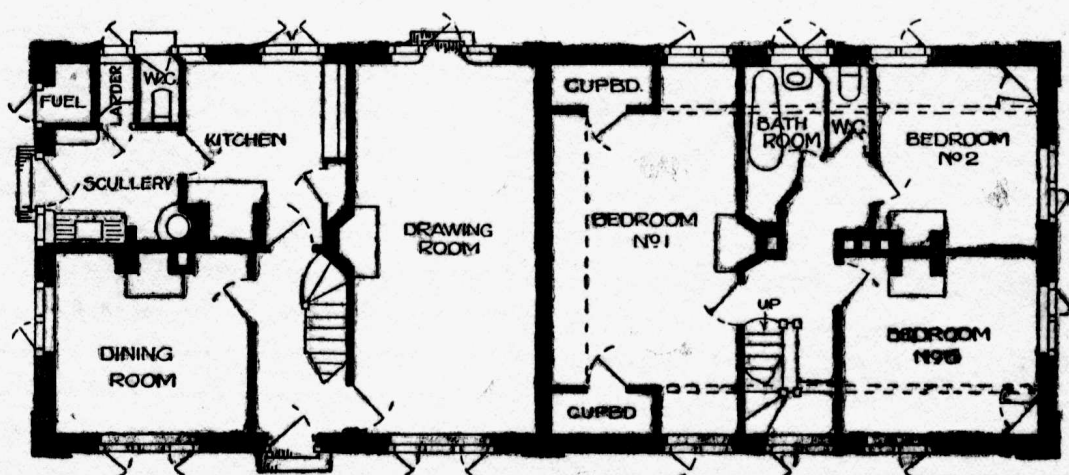


# HAMPSTEAD GARDEN SUBURB

“Hampstead, towering in superior sky,  
Did with Parnassus in honor vie.”



*HOUSES IN TEMPLE FORTUNE LANE, by ARNOLD MITCHELL, F.R.I.B.A., with plan. The prize cottage in the Ideal Home Exhibition, by the same architect, was very similar in plan and elevation. The exterior brickwork is in bands of soft colour that give a distinctive and pleasing effect*





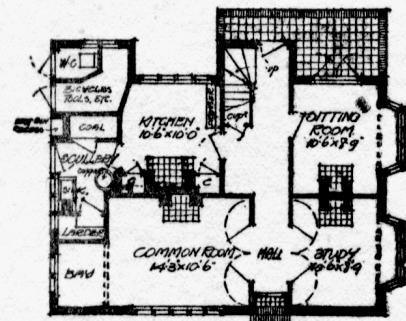
# HAMPSTEAD GARDEN SUBURB

"Good eating and drinking, a very pleasant bowling green, with convenience of coach-houses, and very good stables for five horses, with good attendance, and a farther accommodation of a stage coach and chariot from the wells at any time in the evening or morning."—*Advertisement of Hampstead in the "Tatler."*



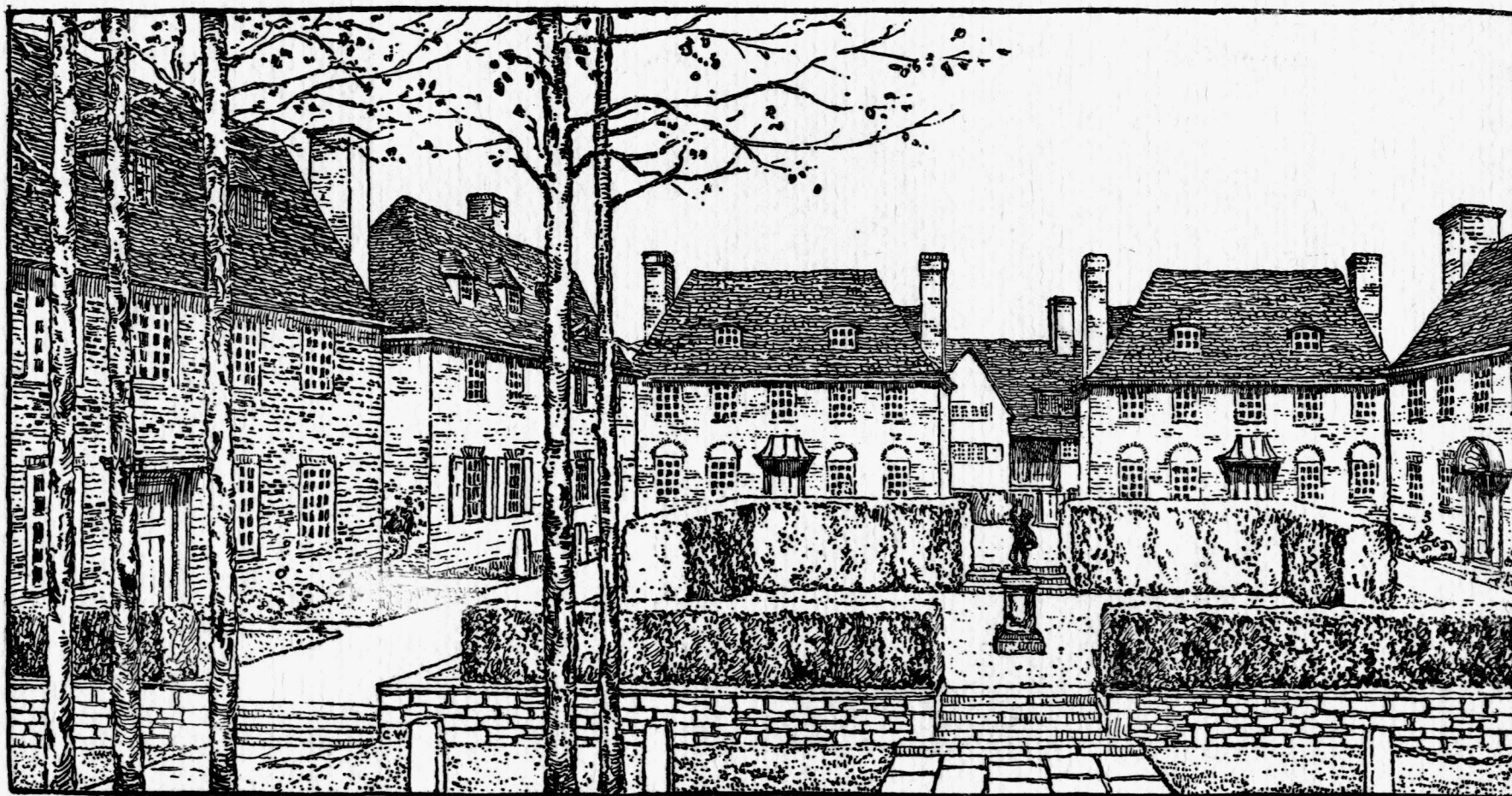
*A HOUSE IN WILLIFIELD WAY, BY GEOFFRY LUCAS, A.R.I.B.A., with plan*

One reason for the success of the Company is the fact that purchasers realise that the houses are likely to appreciate in value in the course of the next few years, when the estate is fully planted and the entire scheme completed. Not only are the houses of good design and workmanship, but the terms of the Hampstead Garden Suburb Act prevent the possibility of their ever being surrounded by crowded buildings or mean streets, and thereby depreciated in value, as so often happens on ordinary estates.



**GROUND FLOOR PLAN.**





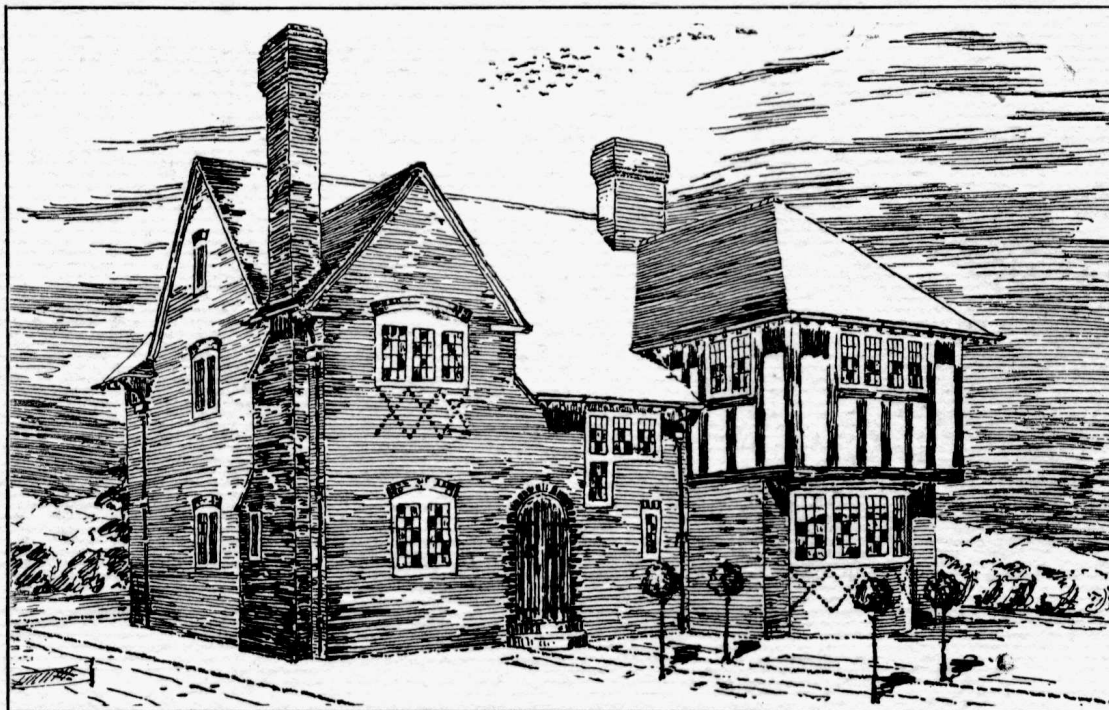
### *LINNELL CLOSE*

*On the south side the square lies open and unbuilt on. The houses command fine views of the Heath and the adjoining woodland*



# HAMPSTEAD GARDEN SUBURB

“Last night eleven or twelve highway robbers came on horseback to the house of Lord Walton at Hampstead, but there being four or five within the house, they very courageously fired several musquets and a blunderbuss upon the thieves.”—“*True Protestant Mercury*,” Oct. 15, 1681.



*A HOUSE ON THE HEATH FRONTAGE*  
by G. L. PEPLER & E. G. ALLEN, A.R.I.B.A.

One must of course wait for the hand of Time to complete the work of architects and builders—the many hundreds of trees and the hedges of holly, yew, and briar rose now being planted on the estate have yet to attain to their full beauty—but when the broad ways of the Garden Suburb are shaded with foliage, and the groups of houses appear in their proper setting of green lawns and quiet gardens, purchasers will find that they possess a property as valuable as it is unique. There is one aspect of the work which is being done at Hampstead which many people find a difficulty in grasping. This is the absolute difference between well-built houses designed by architects and dwellings put up by the speculative builder. When the other day the Garden Suburb Development Company had an offer from a speculative builder to sell it all his houses, it found that his prices were from 7 per cent. to 10 per cent. higher than the Company is charging for better-designed, better-built houses giving the same accommodation !

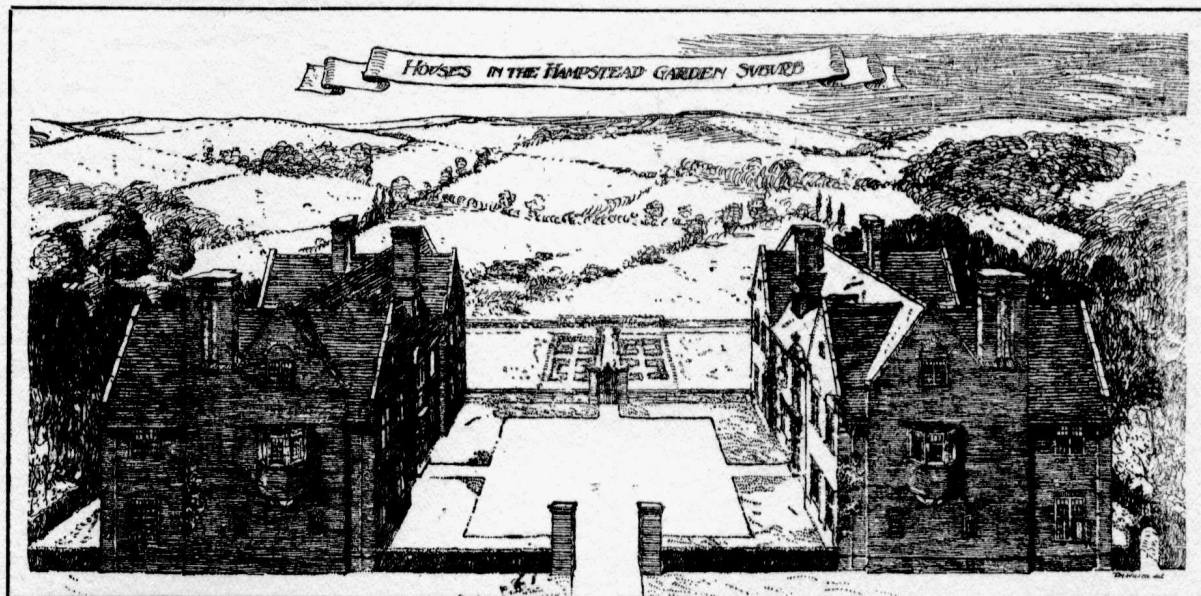
The Company is actually underselling the speculative builder in the neighbourhood.





# HAMPSTEAD GARDEN SUBURB

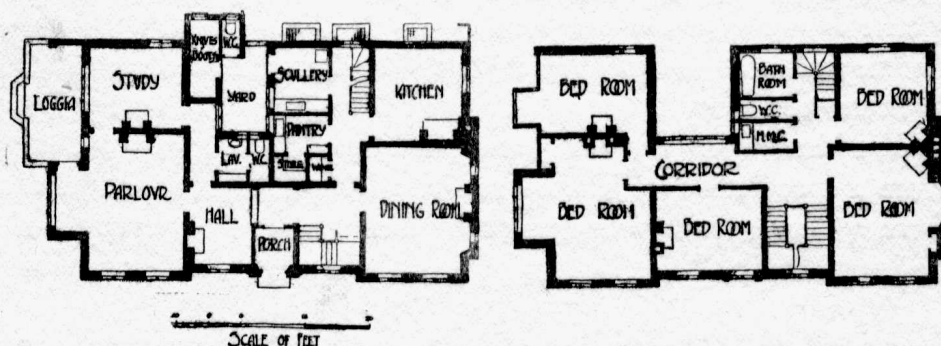
“In 1787, at Hampstead, the Barbaulds received a young Spaniard, and beheld a wonder. ‘He is of one or two and twenty. Did you ever see seguars—tobacco leaf rolled up of the length of one’s finger, which they light and smoke without a pipe? He uses them.’”—“*The Northern Heights of London.*”



*TWO HOUSES ON THE HEATH FRONTAGE by E. GUY DAWBER, F.R.I.B.A., with plans*

But the point, which a careful study of the subject will make perfectly plain, is that good architecture is worth from 25 to 50 per cent. more than indifferent architecture giving the same accommodation.

It is a curious fact that so few of the public seem to have an intelligent appreciation of fine domestic architecture. Yet they all realise that places like Hampton Court, or the Oxford or Cambridge Colleges, are excellent in every way. There is the further truth staring them in the face that a finely designed house—say an old English manor house, in good preservation—has an actual selling value today which usually represents a large







*HOUSE IN HAMPSTEAD WAY*  
*The Hall and Room beyond*  
*Architect: T. M. WILSON, A.R.I.B.A.*





*AN INTERIOR*  
*by T. M. WILSON, A.R.I.B.A.*





*STAIRCASE IN A HOUSE*  
by *MICHAEL BUNNEY* and  
*C. C. MAKINS, A.A.R.I.B.A.*





*IN A HOUSE*  
by T. M. WILSON, A.R.I.B.A.



# HAMPSTEAD GARDEN SUBURB

"I have such open fields to walk in, and fresh air to breathe, that I have improved in health most wonderfully since I came here [Hampstead]; and I have not only the prospect of getting rid of my complaint, but of establishing a stock of strength for the time to come."—*Sir David Wilkie.*

profit upon its cost to purchase or build, say, 50 or 100 years ago, while, on the other hand, many of the depressing streets of early Victorian architecture in the metropolis can be purchased for less than one-half what it would cost to re-erect them.

It may be objected that in some cases private persons, artists and others have erected beautiful buildings which have been a source of loss, but the elements of loss in these cases may usually be found under one of the following heads :

1. The houses were built privately and at wholly uncommercial prices. A case is within the knowledge of the present writer in which a large house was built at an estimated cost of £6,000, and extras brought the bill to £12,000 before it was completed, without any increase in the accommodation to be afforded !
2. The houses were built to suit the whims and fancies of the person erecting them, and are not adapted for ordinary requirements.
3. The locality, over which the housebuilder has no control, had deteriorated.

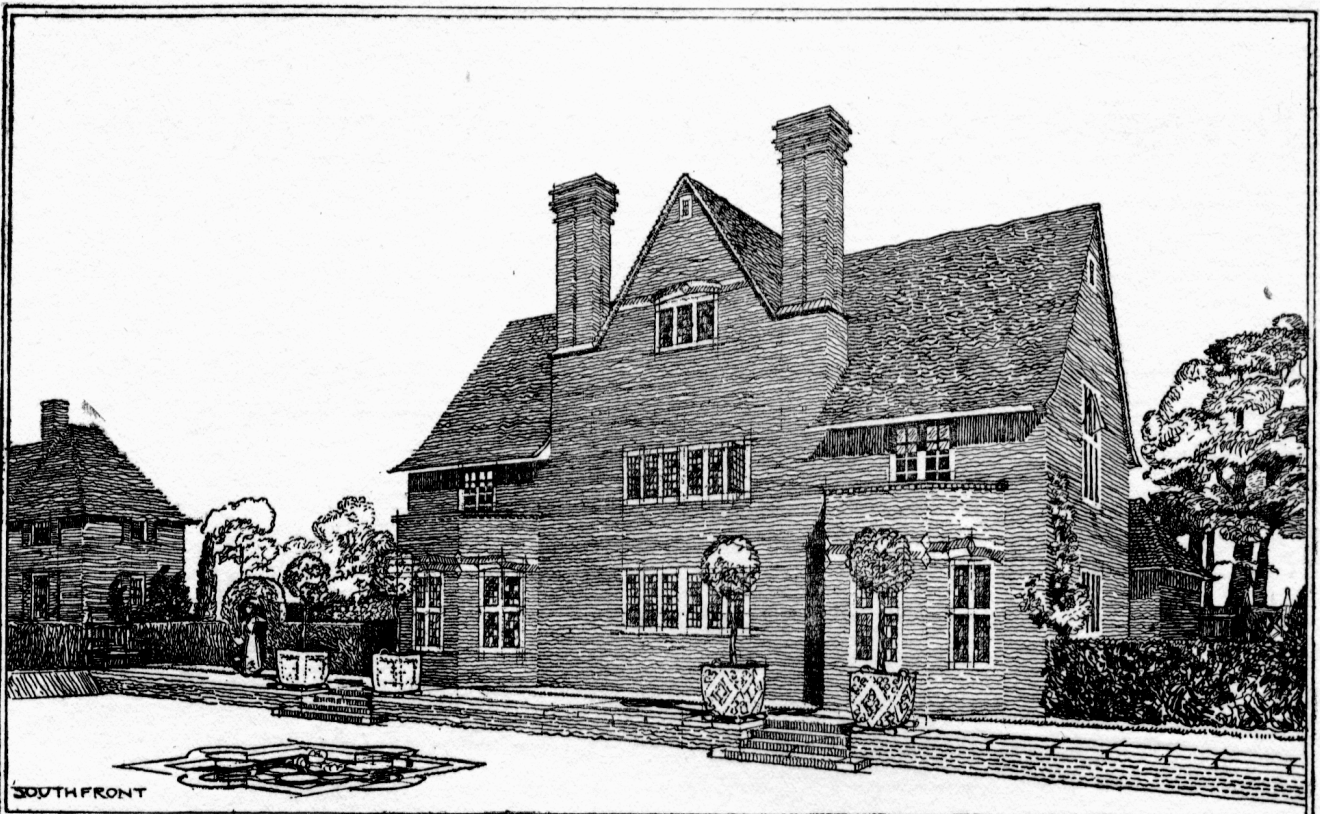
In the methods pursued at Hampstead all these sources of loss are eliminated :

1. The building is at competitive prices and there are no extras.
2. The houses are designed by the Development Company, and in any proposals made by the purchasers for alterations the best expert advice is available to safeguard purchasers from making mistakes which they would regret later on.
3. The purchaser has an absolute guarantee as to the future of the immediate locality, which is all being developed under the same management.

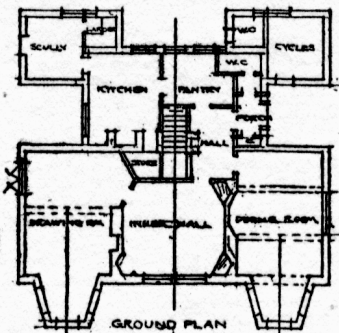
One point of difference between architects' houses and those of the speculative builder is the cost of repairs. An ill-built house is incapable of being satisfactorily repaired.

If one starts from the roof downwards, the nails will perish, the thin slates disintegrate, and when re-roofing becomes the only satisfactory remedy the roof timbers are not, after thirty or forty years, in a satisfactory condition. The cheap woodwork must shrink and warp as time goes on ; and, under all, the insufficient foundations, which can never be made good except by the absolutely prohibitive cost of underpinning the whole house, are constantly leading to partial settlements and disturbances of the whole fabric.

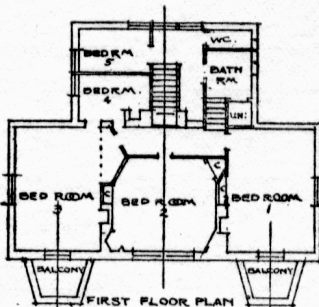




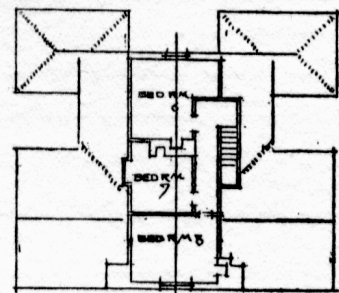
SOUTH FRONT



GROUND PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN



NORTH FRONT

TWO VIEWS OF A PROPOSED HOUSE, BY W. CURTIS GREEN, A.R.I.B.A. On the south front is a garden sloping gently to the Heath and commanding fine woodland views



# HAMPSTEAD GARDEN SUBURB

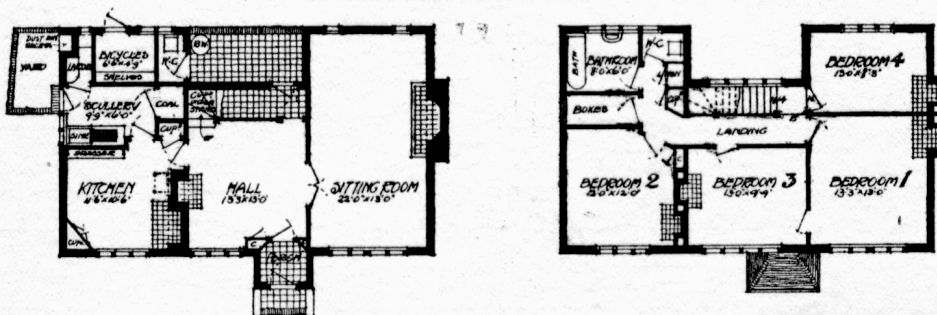
“ Here we rejoice, because no rent  
We pay for our poore tenement ;  
And bless our fortunes when we see  
Our own beloved privacie.”—*Cowley.*

Unfortunately the buyer of speculatively built houses sees only the surfaces, internal and external, of the completed house.

For the quality of the wood-work and plaster, which the bright paint and tasteful papers hide, and for the solidity of the internal brickwork and foundations, which he is unable to inspect, he has to trust to the builder, and, as the speculative builder has too often to rely for his profit on cheap materials



*HOUSE IN HAMPSTEAD WAY, with plans  
By GEOFFRY LUCAS, A.R.I.B.A.*

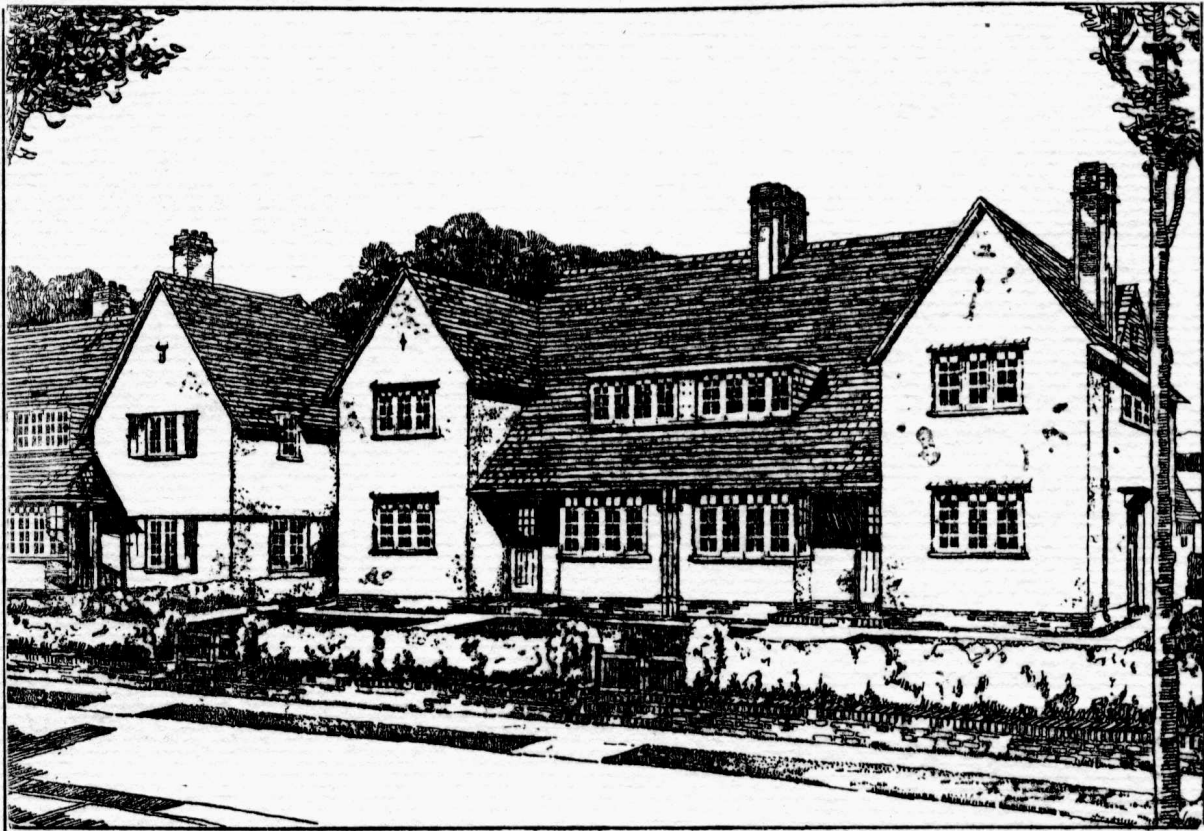


and inferior workmanship, the buyer's confidence is apt to be misplaced. Unless a purchaser has some guarantee, such as the methods of the Development Company afford, that a house has been erected under expert supervision, and with materials of the best quality, he should add to the price quoted at least 15 to 20 per cent. to meet the probable cost of repairs in later years. In a well-built house he will be saved not only the expense, but also the attendant discomforts, of unnecessary repairs. The results obtained on the Garden Suburb in twelve months' work show that the British public are beginning to appreciate this fact.



# HAMPSTEAD GARDEN SUBURB

Lovelace took Clarissa Harlowe to Hampstead, where, "in compliment to the nymphs," she "consented to alight and take a little repast."

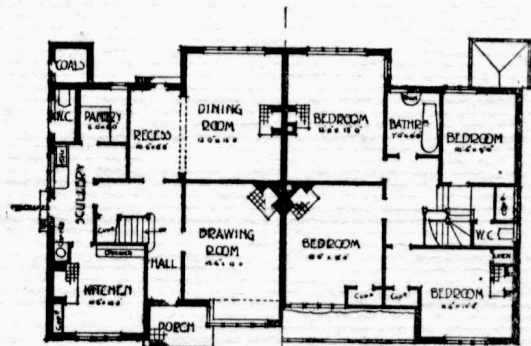


HOUSES BY C. M. CRICKMER in Willifield Way, with plan

## CHAPTER VIII.

# THE SECRET OF PROFITABLE HOUSE PURCHASE BY DEFERRED PAYMENTS

THE question of repairs discussed in the previous chapter brings us to an important point for the consideration of the man who, instead of paying cash for the house he is about to buy, proposes to avail himself of the facilities which the Hampstead Suburb Development Company offers for spreading the cost over a term of





# HAMPSTEAD GARDEN SUBURB

“The eventful day arrived; we were in full possession. When I came down to dinner on the second day I was informed that the landlady had already been there to say that she objected to us keeping animals. On being told that there was not the least intention of doing so she said that she certainly thought such was our intention, seeing that we were in possession of wood, and that she strongly objected to any other than that which could be kept indoors. The wood, which had caused all this suspicion, was a clothes prop and three shelves.”

—“*The Autobiography of a Super-Tramp.*”

years. The Company does this by an arrangement with approved building societies.

Few people have sufficiently considered the advantages which building societies' mortgages offer to those who purchase well-built property on reasonable terms. The rents of leaseholds in London are ordinarily found to be 10 per cent. on the purchase price. What is the reason why the building society mortgage is not a sure avenue to prosperity in the hands of a thrifty and saving man? It is the unfortunate fact that in all speculatively-built houses—to which the operations of building societies have hitherto been almost uniformly confined—the cost of repairs is apt, sooner or later, to make unexpected calls upon the resources of a purchaser. This is the main reason why some members of building societies get into difficulty with their mortgages.

In a certain house at Hampstead, built 33 years ago for about £4,000 by a firm of builders which did its work well, the outside and structural repairs in the last 10 years have not averaged £1 per year. On the other hand, in the case of speculatively-erected property of a similar age, 20 per cent. of the rental value may be, as every landlord knows, insufficient to keep the premises in tenantable repair. In the case of the Hampstead Garden Suburb Development Company's houses experience has shown that to purchase through a carefully-chosen building society means paying very little, if anything, more than would have to be paid to rent the house, and if the cost of repairs is trifling for the next 15 or 20 years, as may not unreasonably be anticipated, the transaction *must* be a profitable one for the purchaser.

The advantages of purchasing a house by gradual payments are illustrated by the following examples based on the prospectuses of two well-known companies

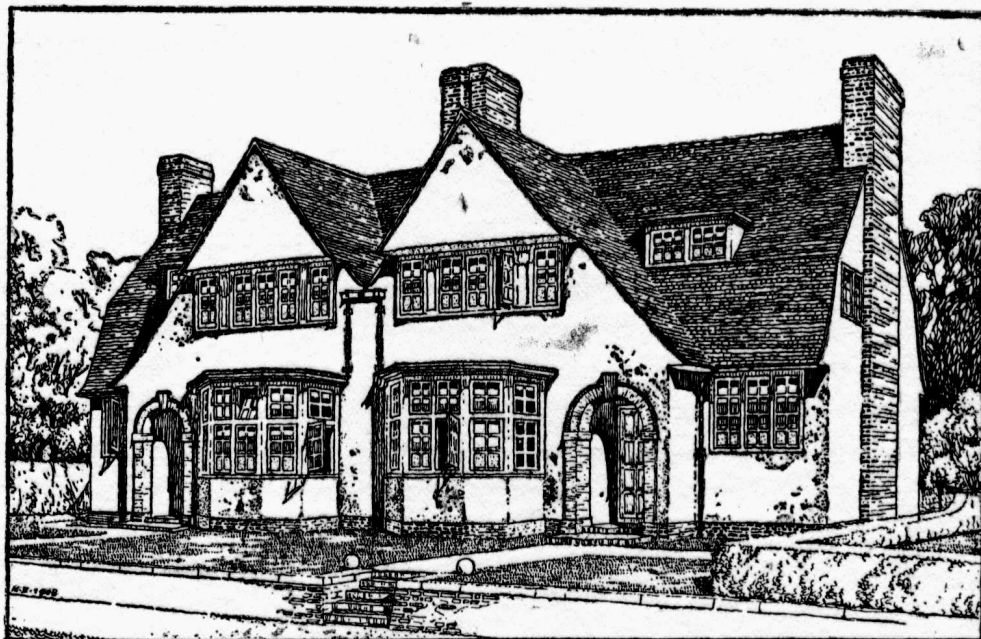


THREE COTTAGES IN TEMPLE FORTUNE LANE  
By BARRY PARKER and RAYMOND UNWIN



# HAMPSTEAD GARDEN SUBURB

“John Wylde, Lord Chief Baron during the Civil War, who drew up the impeachment against the Bishops, led a retired life at Hampstead.”—“*Northern Heights of London.*”



COTTAGES IN WILLIFIELD WAY  
by MICHAEL BUNNEY, A.R.I.B.A.

which are prepared to advance money on property in the Garden Suburb.  
According to the first illustration :

A man purchases a house at £600, the rental value of which would be approximately £55 per annum.

He borrows 80 per cent. of the cost from the society—that is, £500—to be repaid on the 25 years' scale.

The expenditure in 25 years would be—

Cash paid on purchase ... ..	£100 0 0
The monthly repayments at the rate of 11s. 10d. per cent., = £21 9s. 2d. per month ... ..	887 10 0
Rates on a net assessment of (say) £42 per annum, at 7s. 4d. in the £ = £15 8s. per annum ... ..	385 0 0
Ground rent estimated at £8 per annum ... ..	200 0 0
	<hr/>
	£1,572 10 0
	<hr/> <hr/>

On the other hand if he remains a tenant he pays :

25 years' rent at £55 per annum = ... ..	£1,375 0 0
25 years' rates, etc., as above = ... ..	385 0 0
	<hr/>
	£1,760 0 0
	<hr/> <hr/>



# HAMPSTEAD GARDEN SUBURB

"I rhyme at Hampstead with a great deal of facility."—*Crabbe*.  
 "At Hampstead I met with Sir Walter Scott."—*Joanna Baillie*.

Thus in 25 years—at the end of which time, under the gradual payment system, the house would be entirely his own property, and the repayments of capital cease—he would have paid £125 less than as an ordinary tenant. In addition to this saving in cash payments, the realisable value of the house, with a 74 years' lease unexpired, must be taken into account as an asset. On the other hand, had the householder been a tenant only, he would, at the end of 25 years, be no better off than at the beginning. Under the alternative plan it is possible, at a slightly increased cost, to combine Life Assurance with the mortgage loan. The following practical illustration may be given:

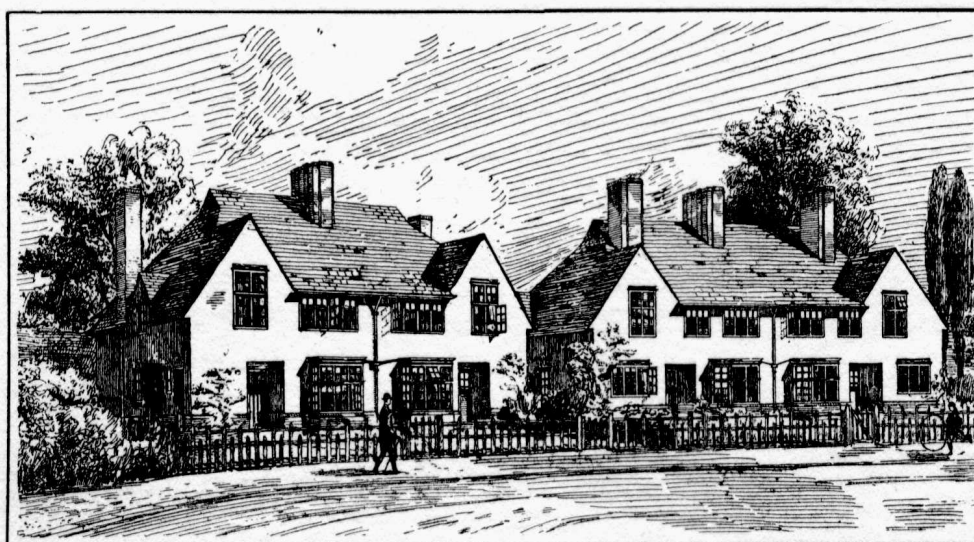
## COST OF HOUSE £600. AGE OF PURCHASER (say) 30.

Cash paid on Purchase, say ... ..	£200 0 0
Repayment of Amount Borrowed (£400), together with Expenses, Interest and Life Insurance at £8 12s. 8d. per cent. per annum, spread over 20 years, £34 10s. 8d. per annum ... ..	690 13 4
Rates, at 7s. 4d. in the £ on a rateable value of £42 ... ..	308 0 0
Ground Rent, estimated at £8 ... ..	160 0 0
	<hr/>
	<u>£1,358 13 4</u>

## COST OF TENANCY OF SAME HOUSE.

20 Years' Rent at £55 per annum ... ..	£1,100 0 0
Rates, etc., as above ... ..	308 0 0
	<hr/>
	<u>£1,408 0 0</u>

Should the borrower die at any time before the expiration of the 20 years, the remainder of the debt is cancelled and the house freed from encumbrance.

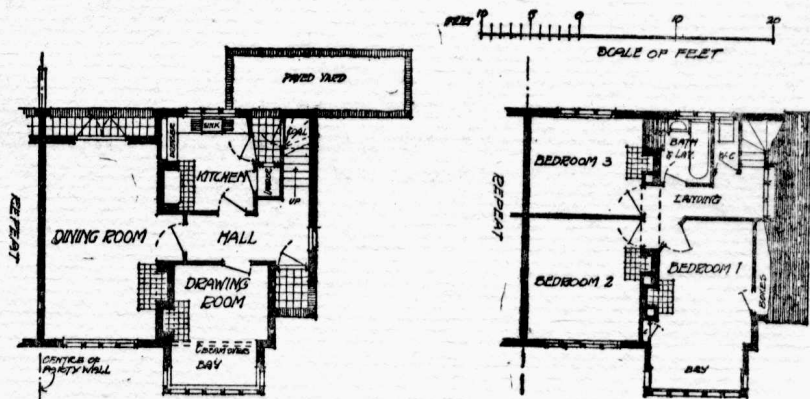


HOUSES IN HAMPSTEAD WAY, by W. H. WARD, M.A., A.R.I.B.A.





*HOUSES IN WILLIFIELD WAY*  
 By GEOFFRY LUCAS, A.R.I.B.A.

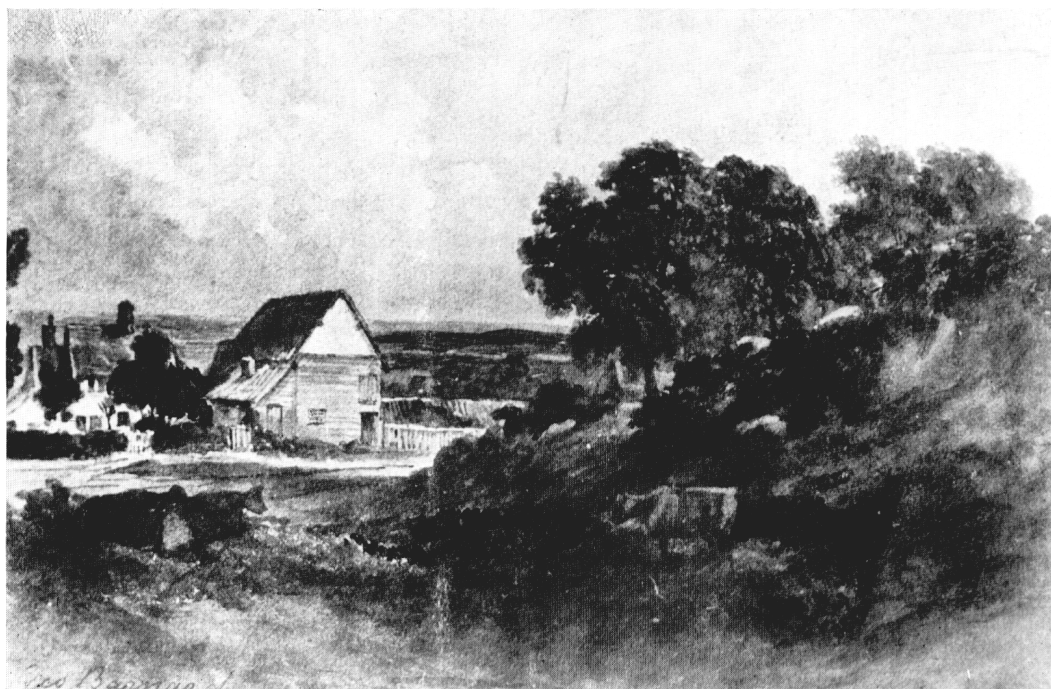






*THE WEST HEATH, LOOKING TOWARDS HARROW, after CONSTABLE (who is buried at Hampstead), and A VIEW OF THE WEST HEATH IN 1790. It was to preserve these beautiful prospects, which remain much as they were in Constable's day, that eighty acres of land were secured by way of an extension of Hampstead Heath. It is round this extension that the houses of the Garden Suburb Development Company are being built.*





*WYLDES FARM in 1832, from a drawing by Barrard ;  
and a View of GOLDER'S GREEN, dated 1797. It will  
be seen from the photograph reproduced on page 10 that a good  
deal remains of the old structure*



*FASHIONABLE LIFE  
IN OLD HAMPSTEAD.  
A Handbill of 1721 and a  
View of Pond Street, dated  
1745*

THESE are to give Notice, that *Bellize* is now o-  
pen'd for the whole Season, and that all Things  
are most commodiously concerted for the Reception  
of Gentlemen and Ladies, The Park, Wilderness, and  
Gardens, being wonderfully Improv'd, and fill'd with va-  
riety of Birds which compose a most Melodious and  
Delightful Harmony. Every Morning at Seven a  
Clock, the Musick begins to play and continues the  
whole Day thro', and any Persons inclin'd to walk and di-  
vert themselves in the Morning, may as cheaply break  
fast there, on Tea or Coffee, as in their own Chambers:  
And for the convenience of single Persons or Families  
who reside at *Hampstead*, there are Coaches prepar'd  
to ply betwixt the 2 places; which, by the least Notice  
given, shall attend at their Lodgings or Houses for six-  
pence per Passenger, and for the Security of his Guests,  
there are 12 stout Fellows compleatly Arm'd to patrol  
betwixt *London* and *Bellize* to prevent the Infuls of  
Highwaymen or Footpads which may infest the Road.

1721



*BRANCH HILL IN  
1810. From a drawing  
by Westall*





*IN THE HEART OF THE GARDEN SUBURB.  
The centre of the extended Heath, round three sides of  
which the Suburb is being built.*



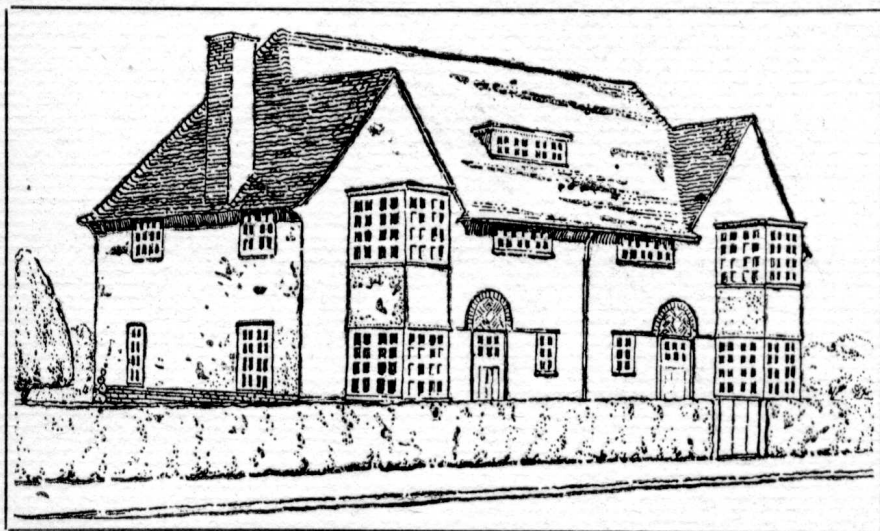
# HAMPSTEAD GARDEN SUBURB

“To Hampstead, to speak with the Attorney General, whom we met in the fields.”—*Pepys' "Diary."*

## CHAPTER IX.

### THE ABIDING INTEREST OF HAMPSTEAD

OUR forefathers were guilty of not a few follies, but many of the well-to-do among them recognised that it was a more sensible thing to live 36 ft. above the golden cross of St. Paul's—that is, 443 ft. above the level of the

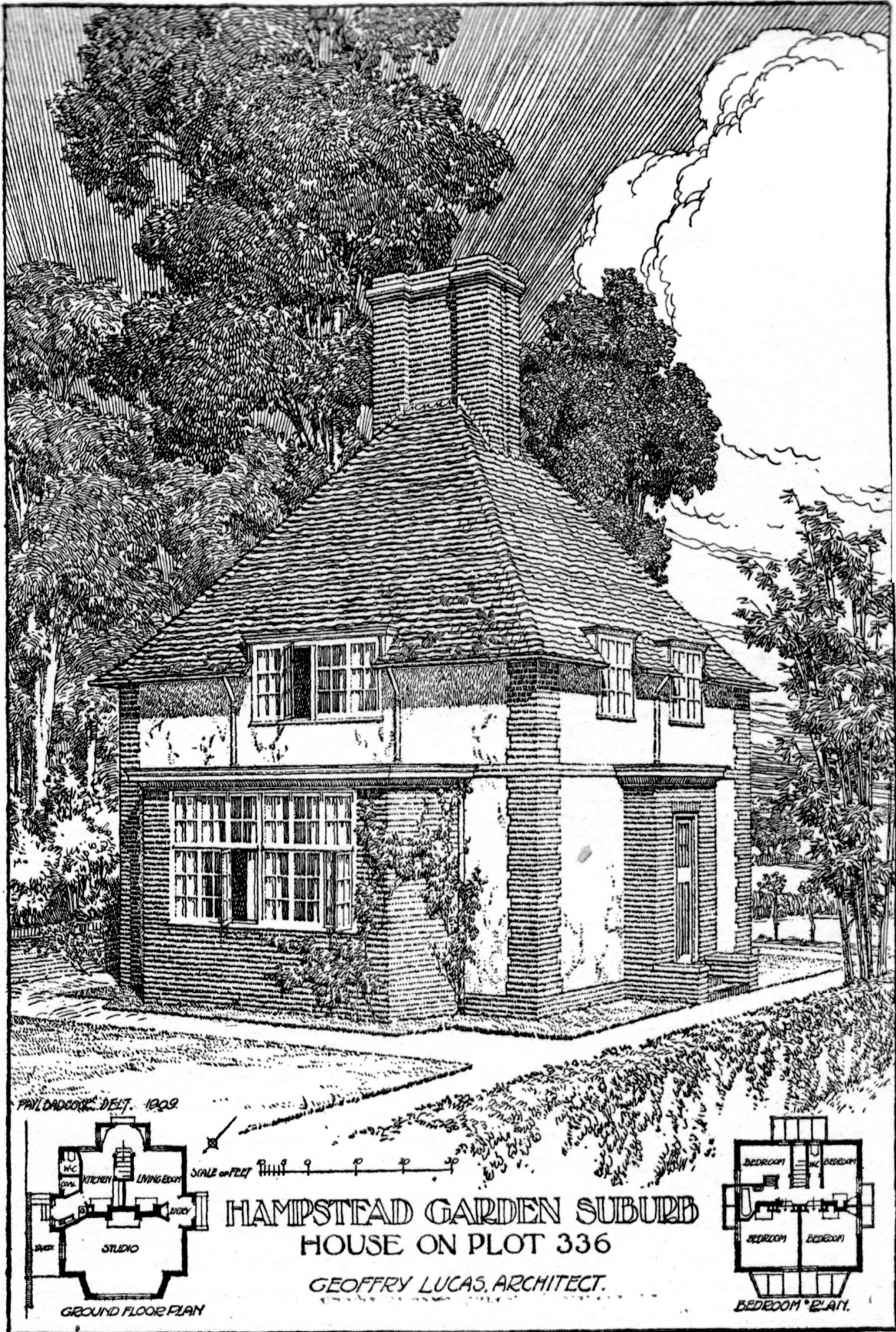


*A PAIR OF COTTAGES in Erskine Road  
By BARRY PARKER and RAYMOND UNWIN*

Thames—than on the flats of western London. Hampstead lies higher than any other Metropolitan Borough. As a consequence its bracing air has been famous for centuries. Its Wells were once as popular as those of Tunbridge, and Hampstead water was sold in London at 3d. a flask.

The residential attractions of Hampstead have necessarily given it a long and interesting history. The mottoes placed at the top of our pages illustrate the stirring character of the story the Borough has to tell, but the visitor, quite ignorant of that story, must have his imagination touched by the old-world look and impressive individuality of the place itself. He finds himself in another world from that of the London he has left. Hampstead is unlike any other Metropolitan Borough. It suggests an old-fashioned county town in the shires, and it has a charm all its own. Perched on a hill as it is, London has been unable to reach it without taking trouble, and, when it did get there, the nature



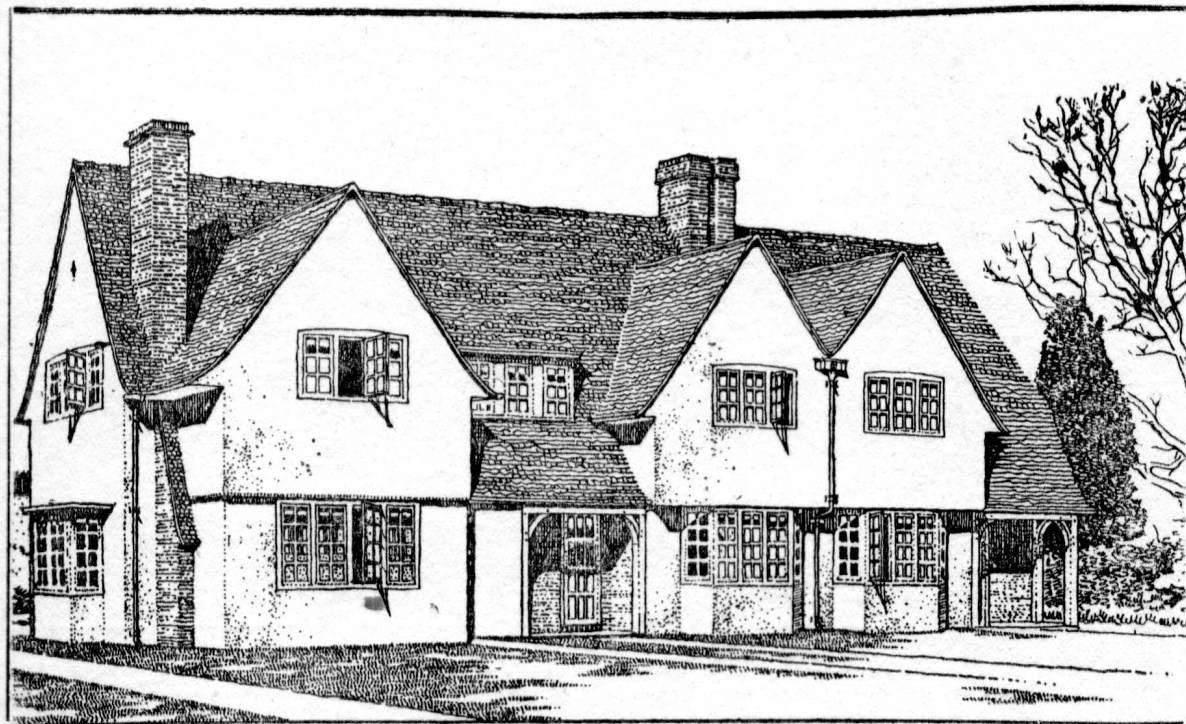




# HAMPSTEAD GARDEN SUBURB

"I am at a solitude, an house between Hampstead and London, where Sir Charles Sedley died."— *Steele*.

"Here Mr. Pope and other members of the Kit-Cat Club, which, during the summer, was held at the 'Upper Flask,' on Hampstead Heath, used to call on him and take him [Steele] in their carriages to the place of rendezvous."  
— "*Biographia Dramatica*."



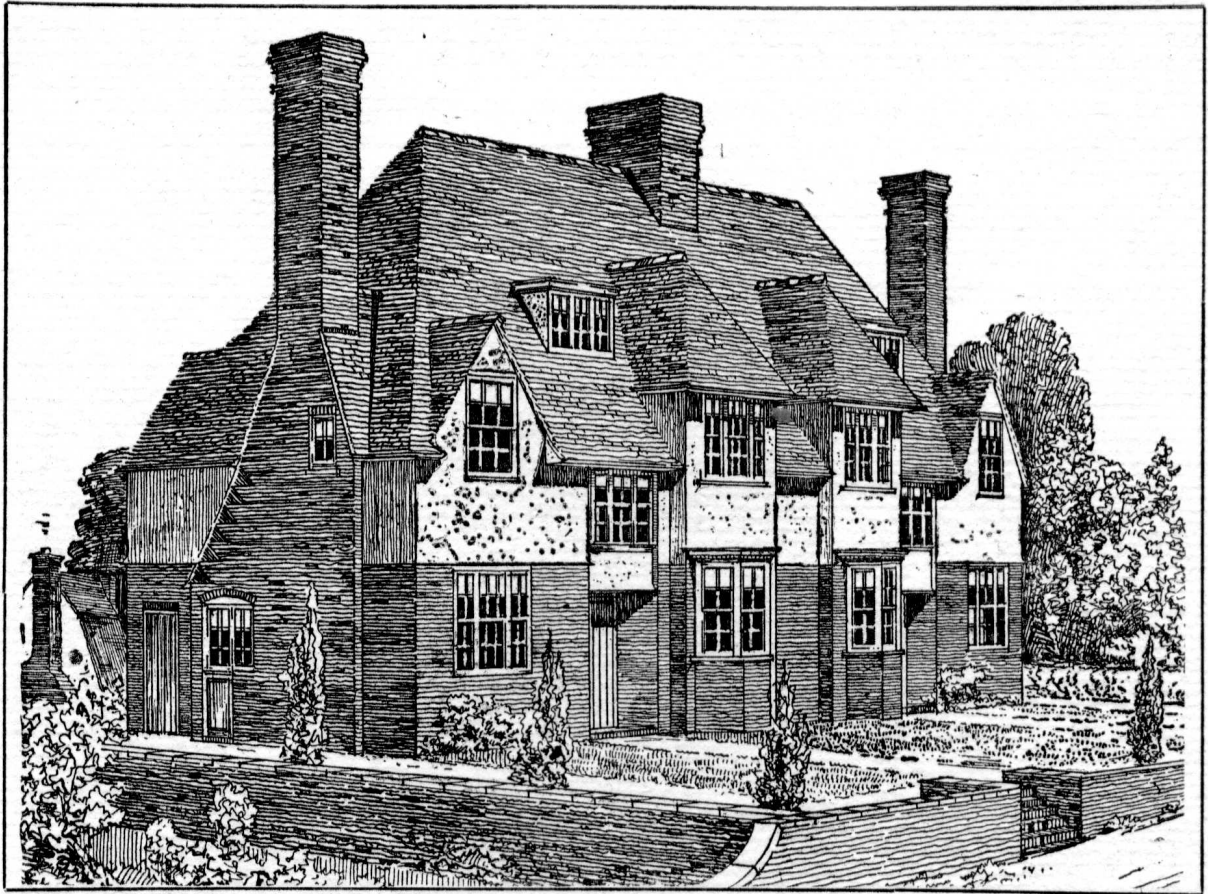
*COTTAGES IN Erskine Road*

By *MICHAEL BUNNEY and C. C. MAKINS, A.A.R.I.B.A.*

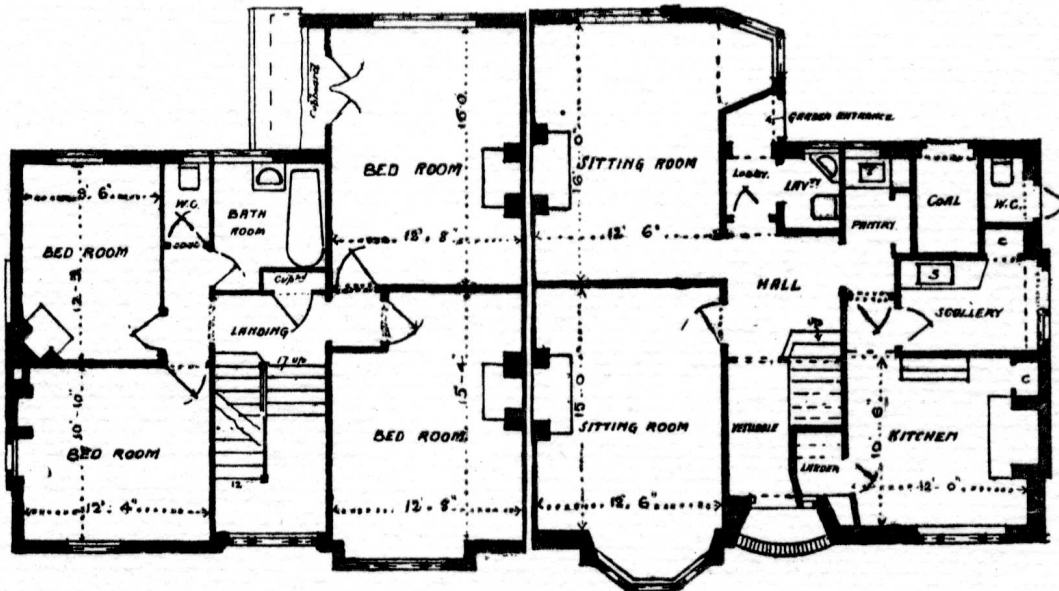
of the ground forbade the building of stiff streets and the laying-out of level roads. The late Mrs. E. T. Cook, who did so much to make manifest to Londoners the beauties of their own Metropolis, described in her "London and Its Environs" how

. . . from the church, which is only half-way up the hill, a steep alley (Holly Place) ascends again, passing through gardens, and among labyrinths of picturesque and crooked streets (the streets of Hampstead are all "up and down" and winding), till we arrive at the summit, with its well-known "round pond," made famous for us so often by Du Maurier's pencil (the artist lived close by for many years, at New Grove House, a house almost touching the Heath). From here, the irregular and picturesque High Street of Hampstead descends the hill; on the east of it is Well Walk. On the south lies London, generally in a blue haze, out of which the still bluer dome of St. Paul's appears like a little island, then the towers of Westminster, and beyond them even, the Surrey hills and the glittering roof of the far-distant Crystal Palace. To the west, Harrow, and sometimes Windsor too, can be seen; to the north-west, Hendon and the Welsh Harp shining in the sun; to the north, Totteridge and Barnet; while on the east appears the twin hill of Highgate, with its prominent church dominating the scene.





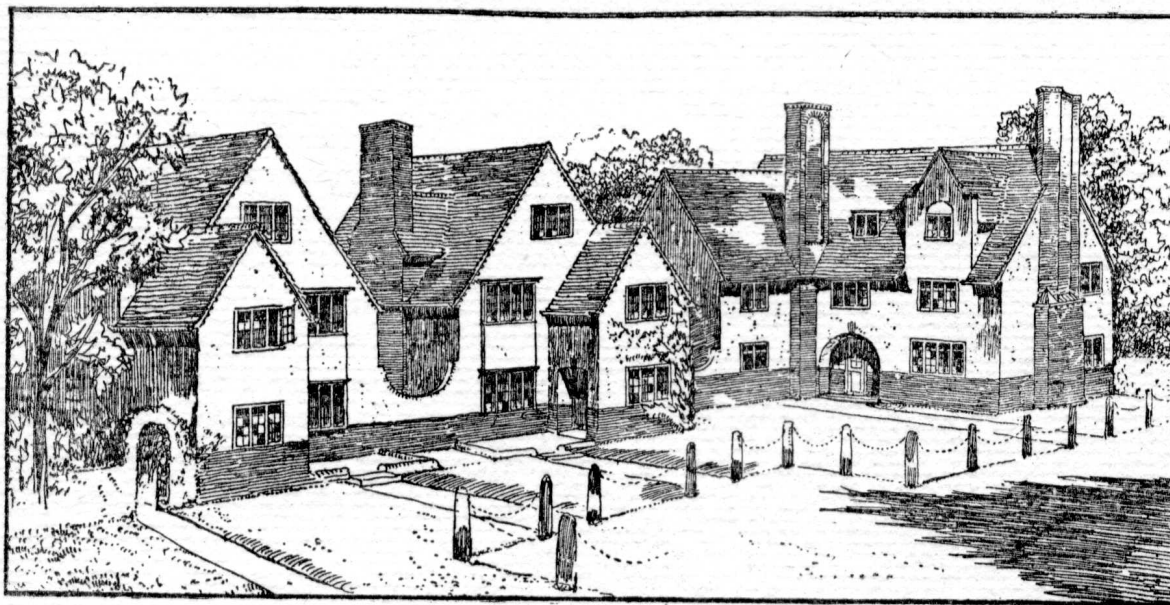
*HOUSES ON THE HEATH, by FRANK POTTER, A.R.I.B.A., with plan*





# HAMPSTEAD GARDEN SUBURB

Shelley was with him [Leigh Hunt] talking wild Radicalism at Hampstead."—*Life of Douglas Jerrold*.  
The tavern of "The Spaniards" at Hampstead is described in *Barnaby Rudge*.



*GROUP by E. GUY DAWBER, F.R.I.B.A.,  
which illustrates in a striking way the advantages of group planning.  
Contrast the arrangement of this corner with the desolate appearance  
of a typical London square*

Hampstead has been called "a place of groves," but besides these avenues or groves, as Howitt says, "every part of Old Hampstead is distinguished by rows of trees, either lime or elm trees, planted along the broad footpaths. Hampstead stands on a great extent of ground, and its old narrow roads, winding under tall trees, are continually conducting to fresh and secluded places that seem hidden from the world, and would lead you to suppose yourselves far away from London, and in some especially old-fashioned part of the country."

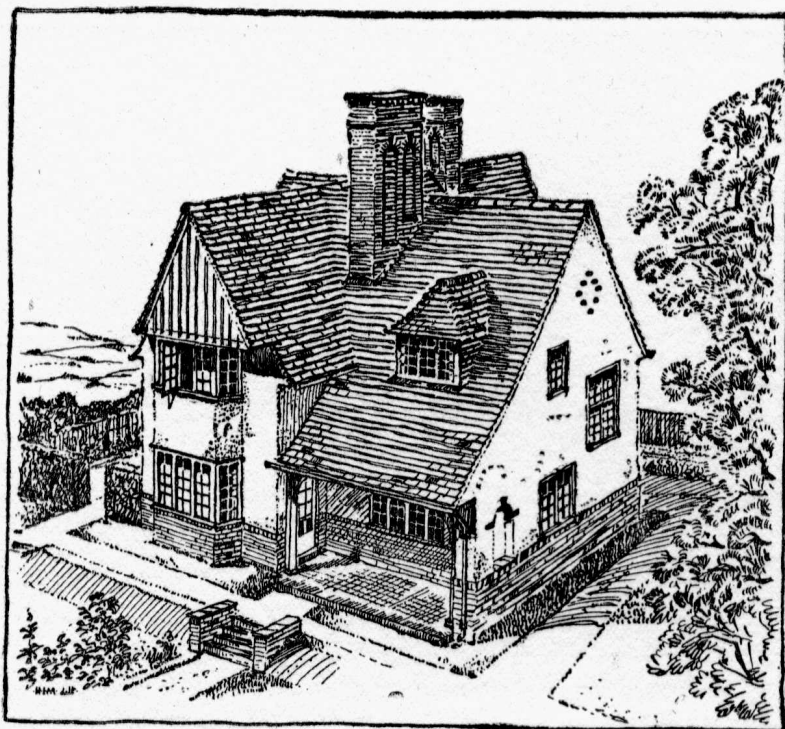
The fine view towards Harrow and the Hertfordshire Hills, Leigh Hunt used to say, reminded him of Italy. Howitt said it suggested to him Normandy, around Avranches.

"Hampstead," the author of "The Northern Heights of London" goes on, "from its fine views east and west, down the Thames and up the Thames, and over to the Kent and Surrey Hills beyond, and from the open expanse of Heath about it, has always been a favourite resort of Londoners, and a favourite abode of commercial and professional men. Lawyers and artists have shown a great preference for it. There the Kit-Cat Club for a time held its sittings; and



# HAMPSTEAD GARDEN SUBURB

“That there is a normal size for a family house has been forgotten.”—G. K. Chesterton.



*COTTAGE by H. S. MERRIMAN, A.R.I.B.A., with plans*

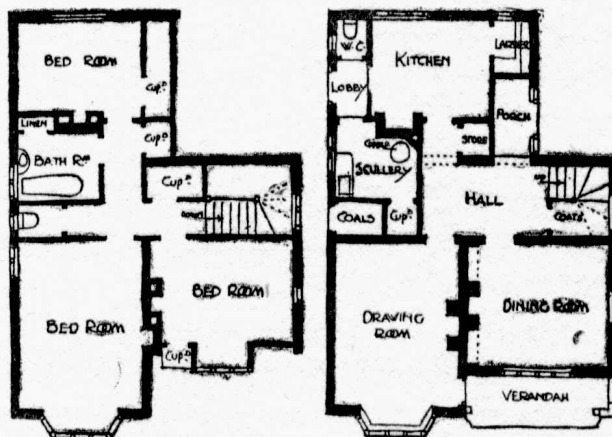
literary men sought there retirement from the distractions of London. The great number of old brick houses standing in their ample grounds; and gardens enclosed by high brick walls, and shaded by large and lofty elms, show how favourite a place it has been to wealthy merchants, bankers and others engaged in the commerce and professions of the Metropolis.”

The names of Leigh Hunt and Well Walk call to mind the tragic life of Keats. It was while staying at Hunt’s house that “Sleep and Poetry” was

written. And in one part or another of Hampstead “The Ode to a Nightingale,” “St. Agnes,” “Hyperion,” “Lauria,” and part of “Endymion” came to birth. In the spring of 1819, says Lord Houghton,

the admirable “Ode to the Nightingale,” was suggested by the continual song of the bird that had built its nest close to the house, and which often threw Keats into a sort of trance of tranquil pleasure. One morning he took his chair from the breakfast-room, placed it on the grass-plot under a plane tree, and sat there for two or three hours with some scraps of paper in his hands. Shortly afterwards Mr. Brown saw him thrusting them away as waste paper behind some books, and had some difficulty in putting together and arranging the stanzas of the Ode.

“Winding southwardly from the Heath,” Howitt writes, “there is a charming little grove in Well Walk, with a bench at the end, whereon I last saw poor Keats; the poet of the





# HAMPSTEAD GARDEN SUBURB

"I passed the whole day with him [Arbuthnot] at Hampstead."—*Pope*.

"I sauntered on to Hampstead in great delight."—*Haydon, who was accompanied by Wordsworth*.

'Pot of Basil,' sitting and sobbing his dying breath into a handkerchief, glancing parting looks towards the quiet landscape he had delighted in, musing, as in his 'Ode to the Nightingale'—

My heart aches, and a drowsy numbness pains  
My sense, as though of hemlock I had drunk,  
Or emptied some dull opiate to the drains  
One minute past, and Lethe-wards had sunk :  
'Tis not through envy of thy happy lot,  
But being too happy in their happiness,  
That thou, light-winged Dryad of the trees,  
In some melodious plot  
Of beechen green and shadows numberless,  
Singest of summer in full-throated ease.

There is no more poignant passage in literary history unless it be that sentence of Leigh Hunt's:—"As we were sitting on the bench in Well Walk, near the Heath—the one against the wall—Keats told me, with unaccustomed tears in his eyes, that his heart was breaking."

And what dweller on the Northern Heights of London, who has had delight in the music and been moved by the pathos of these famous lines, does not remember with pride that the "Ode to the Nightingale" was written at Hampstead?—

O for a draught of vintage that hath been  
Cooled a long age in the deep-delved earth,  
Tasting of Flora and the country green,  
Dance and Provençal song, and sunburnt mirth !  
O for a beaker full of the warm South,  
Full of the true, the blushful Hippocrene,  
With beaded bubbles winking at the brim,  
And purple-stained mouth :  
That I might drink and leave the world unseen,  
And with thee fade away into the forest dim.

In the century before Keats Hampstead knew the faces of Steele, Addison, Congreve, Vanbrugh, Pope, Marlborough, Walpole and Richardson, all members of the Kit-Cat Club. It was at Hampstead that Chatham and Romney sought health and Garrick had a house. The names of Johnson, Colley Cibber, Wilkes, Gay, Bishop Butler, Akenside, Steevens (the Editor of Shakespeare), Haydon, Hazlitt, Constable, Crabbe, Mrs. Barbauld, Blake and Shelley are also remembered in its story.

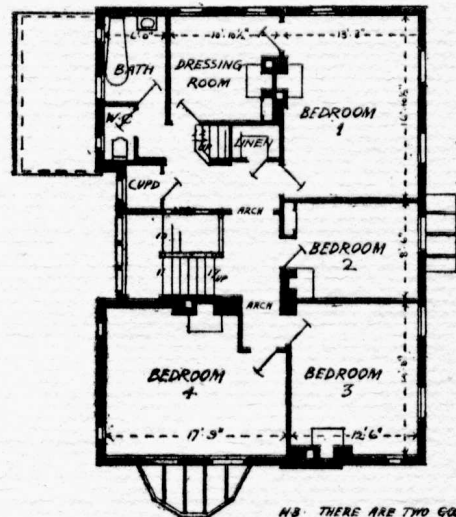
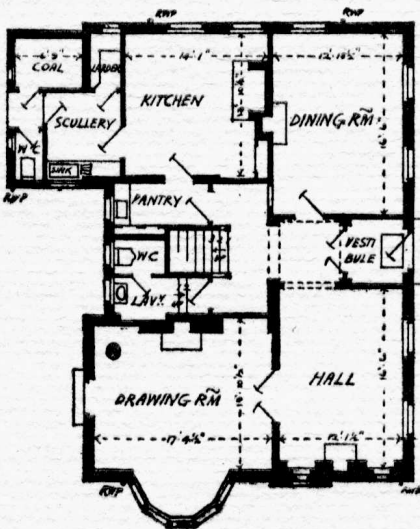
Shelley often went to see Leigh Hunt, "sometimes to stop for several days."

"Here also," writes Hunt, "he swam his paper boats on the ponds and delighted to play with my children, especially with my eldest boy, the seriousness of whose imagination and his susceptibility of a 'grim' impression highly delighted him. He would play at 'frightful creatures' with him, from which the other





HOUSE NEAR THE HEATH EXTENSION, BY MICHAEL BUNNEY AND C. C. MAKINS, A.A.R.I.B.A. The design was exhibited in the Royal Academy, 1908. The outside shutters and the front door are in oak left in its natural state. There is a green and white marble floor in the Vestibule and the frieze and chimney-piece in the Hall are decorated in plaster by Mr. Bankart. The ceiling in the Drawing Room is similarly decorated.



N.B. THERE ARE TWO GOOD BEDROOMS IN ATTICS.





*HOUSE by E. GUY DAWBER, F.R.I.B.A.,  
with House in brick by ARNOLD MITCHELL,  
F.R.I.B.A., just behind.*





*HOW TREES & NESTS  
ARE PRESERVED IN  
THE GARDEN SUBURB*

*The houses below belong to a  
corner of the group in Temple  
Fortune Lane by E. Guy  
Dawber*







*A RECORD IN ESTATE DEVELOPMENT.  
Two views from photographs taken in Willifield Way. In  
April, 1908, not a turf had been cut. In January, 1909,  
all the houses shown in these photographs had been built, and  
on this one road £17,650 worth of property had been sold by  
the Development Company.*







*ANOTHER VIEW  
in WILLIFIELD WAY.*



# HAMPSTEAD GARDEN SUBURB

“Were dreams to have at will  
What would you buy?  
A cottage lone and still with bowers nigh  
Were dreams to have at will,  
This would best heal my ill,  
This would I buy.”—*Beddoes.*

would snatch a fearful joy, only begging him occasionally ‘not to do the horn,’ which was a way that Shelley had of screwing up his hair in front to imitate a weapon of that sort.”

Hampstead is also identified with the names of men of genius who were neither poets, painters, dramatists, nor *littérateurs*. Was it not from his house at Hampstead that Sir Harry Vane was carried to execution at the Tower? “The Lord deliver me from Sir Harry Vane,” cried Cromwell; “Too dangerous a man to let him live, if we can honestly put him out of the way,” wrote Charles II. But



COTTAGE by HARRISON  
TOWNSEND, A.R.I.B.A.

Vane gave up the profits of a public office worth £30,000 a year, he wrote in his captivity the eloquent “People’s Case Stated,” and Milton thought him worthy to be his friend. Coming down to times when a prisoner might count on fairer treatment at his trial than Vane received, we have among residents at Hampstead Lord Mansfield, also Erskine, who, starting life as the youngest son of a Scottish peer (with only £200 per annum upon which to bring up his family), passed through the Army and Navy to the Bar, and there one day, with empty pockets, made what was described as

“the most wonderful forensic effort of which we have any account in our annals.”

He said he felt his hungry children tugging at his gown.

Not the least interesting of the notabilities associated with Hampstead was the author of “Sandford and Merton.” Among the many eccentric things he did was to educate two orphan girls with the notion that one day he should be able to choose a wife to his mind. As it turned out, neither young lady commended herself as worthy of his hand. Eventually he lost his heart to an heiress. Having scruples about marrying her, he consulted a friend. “Despise the fortune and take the lady” was the advice he got, and Mr. Day took it. The author of “Sandford and Merton” insisted on building his own house at Hampstead, as Romney did, but while it was being built he was intent on the study of agriculture. One day



# HAMPSTEAD GARDEN SUBURB

“The last time I saw Crabbe was at Hampstead.”—*Campbell.*

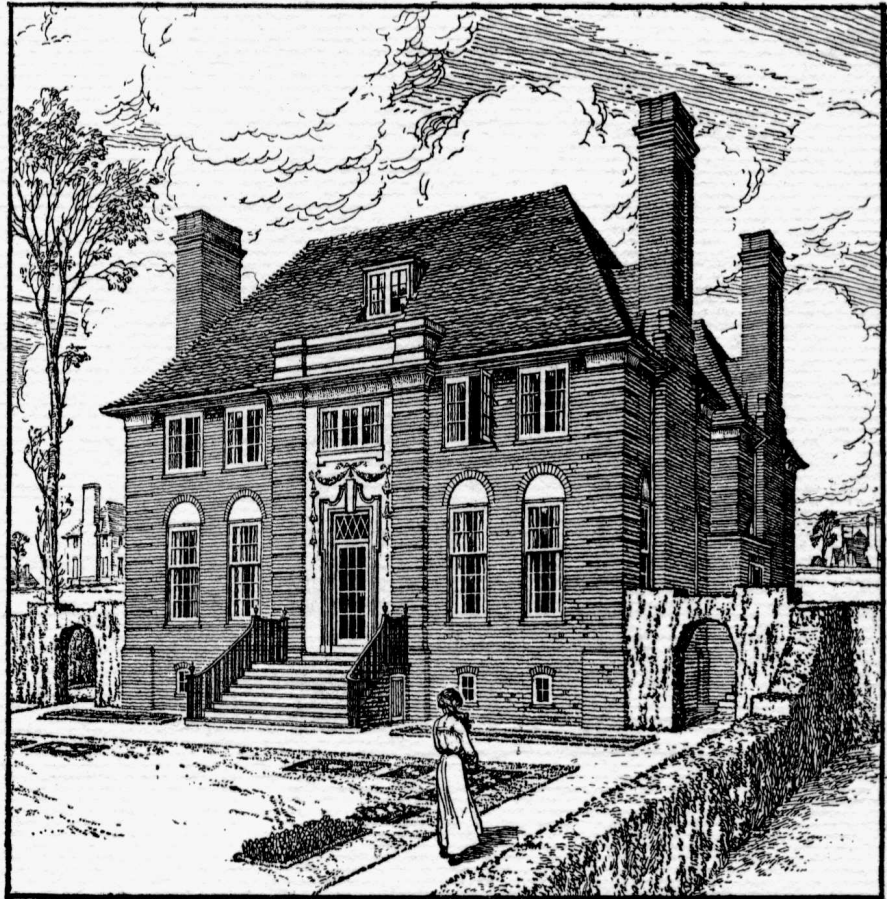
“Hampstead has preserved more than any London suburb its sylvan appearance.”—“*Encyclopædia Britannica.*”

the carpenter came to him and said it was necessary for a decision to be taken about the window of the bedroom. Mr. Day was so engrossed that he bade the man build the wall first and cut a hole for the window later on. The end of Mr. Day was that, by way of illustrating a better way of horse-breaking than was common, he took in hand a colt on his own account. The colt threw him on his head and he died on the spot.

It may also be mentioned that Hampstead—it is said that it used to be called “Hamestede” (Homestead)—was the scene of many excursions by Collins, the painter of the original of a well-known old print, “The Sale of the Pet Lamb,” and the father of Wilkie Collins, taken in company with the wayward genius, Morland.

In our own day there is no more intellectually active part of London than Hampstead. Without its artists, authors, editors, divines, legal and commercial men there would certainly be a blank in London. Among all the different parts of the Metropolis in which it is possible to choose a house, it might be truly said of Hampstead that there is none more bracing, “the same for the body and the soul.”

In recent years Hampstead has even been found in rivalry with Park Lane, for three or four millionaires have lived there.



*PROPOSED HOUSE ON THE HEATH*

*By GEOFFRY LUCAS, A.R.I.B.A., with plan on opposite page*



# HAMPSTEAD GARDEN SUBURB

Richard Cromwell, a Chancery Lane lawyer, who died at Hampstead in 1759, was the last male descendant of the Protector. "His daughters possessed the armour, medicine chest and other valuables of their great ancestor."

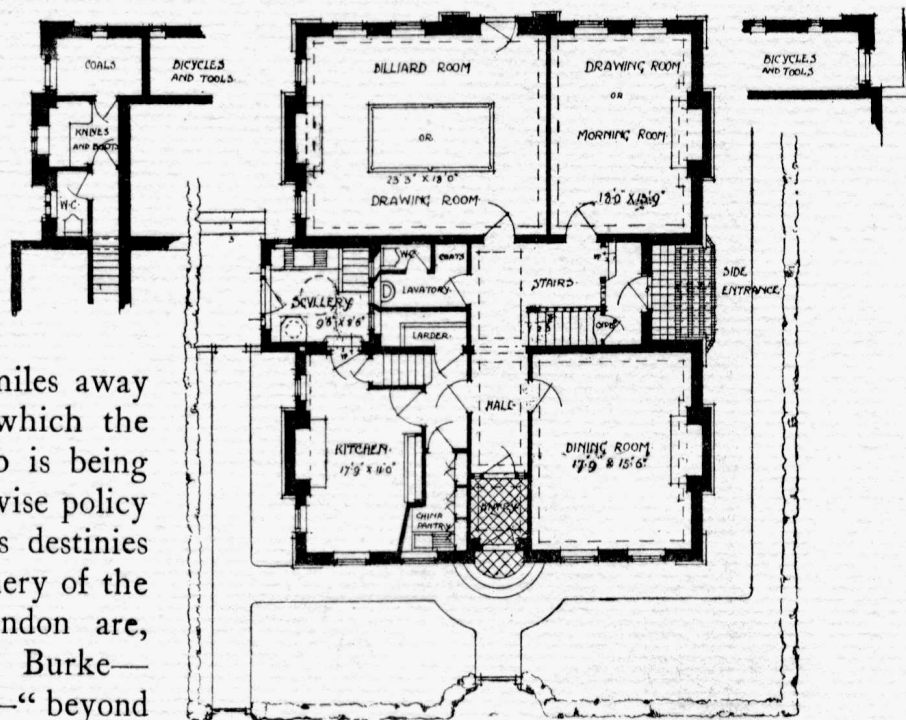
The long and uninterrupted popularity of Hampstead as a place of residence makes it easy to understand why so many fine old houses in Hampstead have escaped the fate of similar houses in less fortunate parts of London. The temptation to pull down large houses and cover the ground with modern streets has been absent, as the old-fashioned charm of Hampstead has been found to maintain, and of late years continually to enhance, the value of good residential property.

We have said little of Hampstead Heath. A few incidents in its history are related elsewhere. At one time it lost some trees and a certain amount of surface gravel and sand through the depredations of London builders, but of late years careful planting has made good these losses; and though the Fleet River no longer flows from it deep enough to float boats as far north from the Thames as King's Cross, in other respects the Heath is very much as our ancestors knew it. There have been certain encroachments, as the visitor may readily see, but many more encroachments which were attempted were resisted.

The attempt of Sir Thomas Maryon Wilson to enclose has been described as "a piece of history unique and curious."

Happily a succession of legal enactments has now preserved this most remarkable of open spaces in perpetuity for the people of London.

It is perhaps necessary to correct a misconception under which those may labour who do not realise the extent of the Heath—there are some 500 acres of it. The scene of the revels of Bank Holiday crowds is on the southern side of the Heath, some miles away from the retired area in which the Hampstead Garden Suburb is being built. In that area, by the wise policy of those in whose hands its destinies lie, the beauties of the scenery of the Northern Heights of London are, in the words of Edmund Burke—spoken at Hampstead—"beyond reach; they cannot be destroyed."

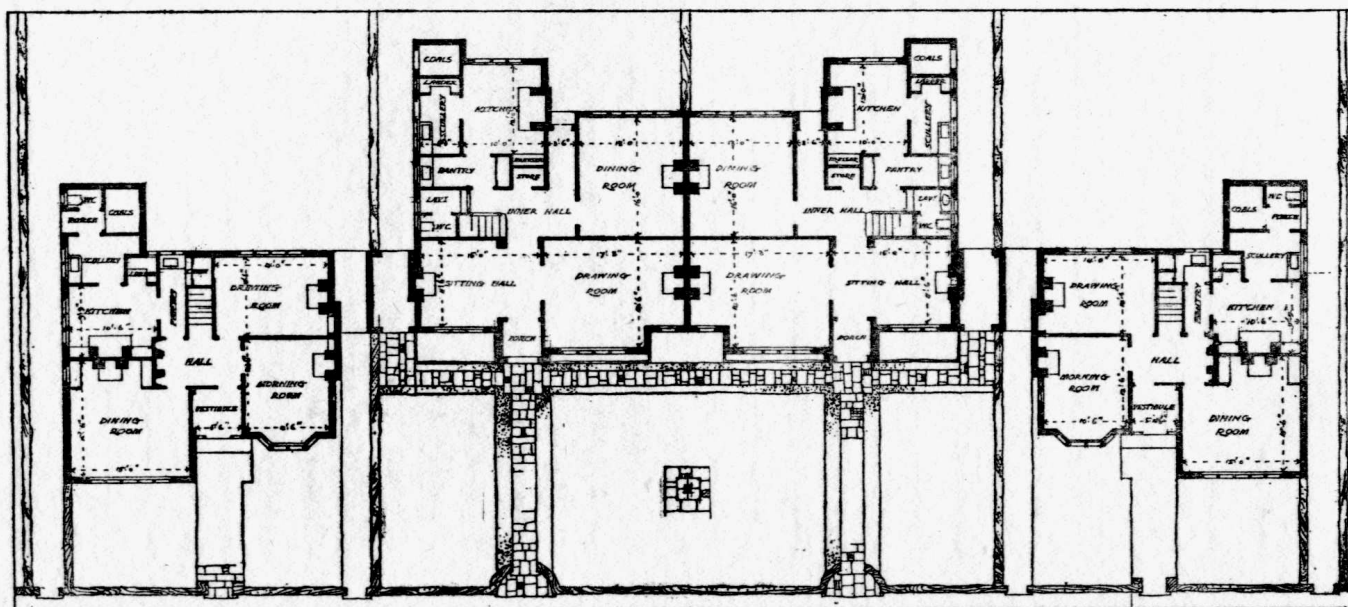


Ground plan of house on page 80





GROUP by MICHAEL  
 BUNNEY and C. G.  
 MAKINS, A.A.R.I.B.A.,  
 in Meadway. To the South  
 is Hampstead Heath





# HAMPSTEAD GARDEN SUBURB

“ Dyvers great and plentyfull sprynges at Hampstede, very mete, proper, and convenient.”—*Act of 35 Henry VIII.*

## CHAPTER X.

### HOUSES TO LIVE IN

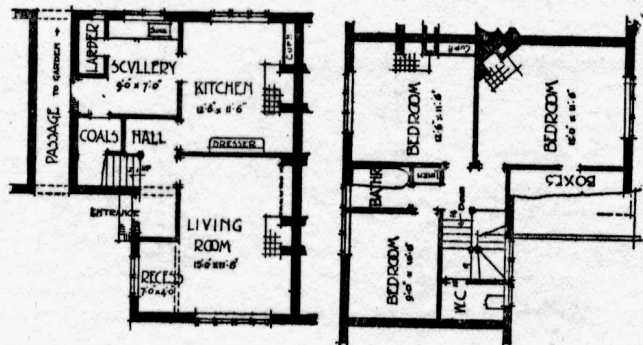
“ Houses are built to Live in, and not to Looke on : Therefore let Use bee preferred before Uniformitie ; Except where both may be had. Leave the Goodly Fabrickes of Houses for Beautie only to the Enchanted Pallaces of the Poets : who build them with small cost.”

—The Essayes of Francis Lord Verulam, Viscount St. Alban, *Anno Dom.* 1625



COTTAGES ROUND GREEN in Willifield Way,  
by C. M. CRICKMER, with plans

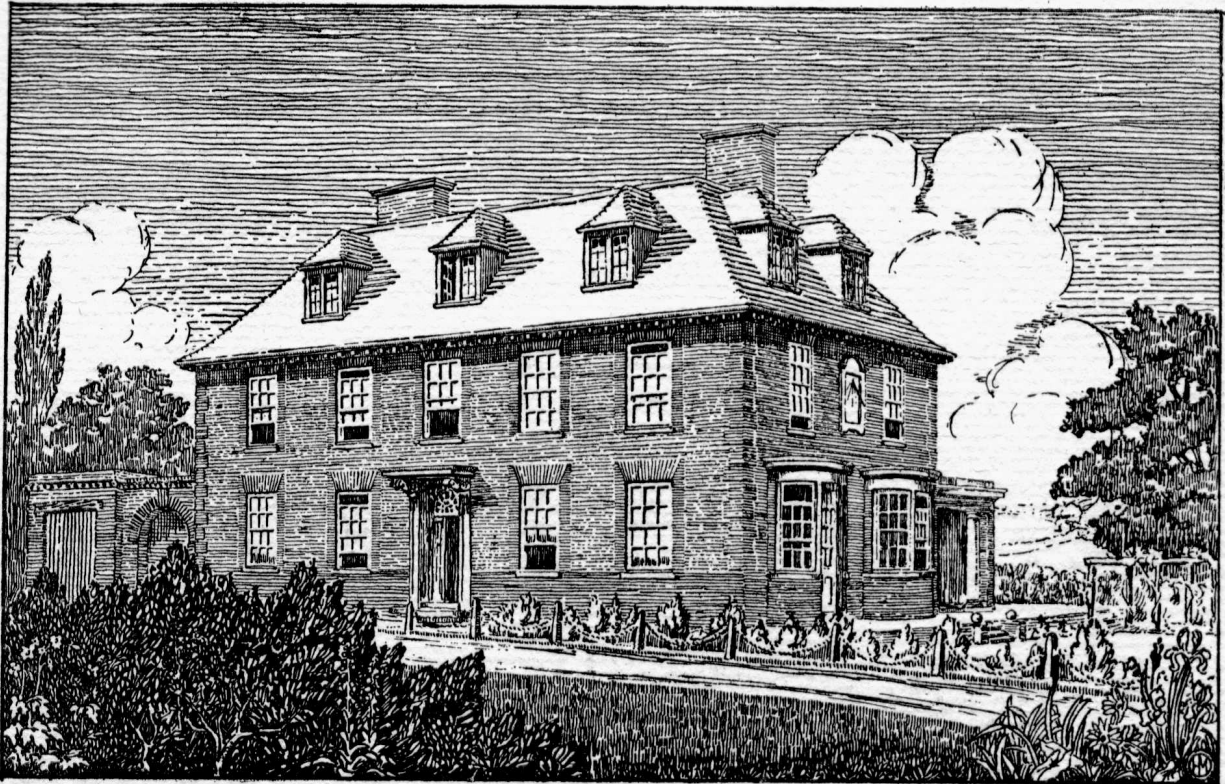
THAT the houses in the Suburb possess the beauty of “ Uniformitie ” in the sense intended by Sir Francis Bacon is obvious to a visitor. The impression made by the Suburb in this respect is quite exceptional, and for this reason alone must attract the attention of people who have desired to see households of moderate means housed in a worthy manner. The accompanying plans and illustrations may suggest the reality, but few men or women can gather much from plans. The houses themselves, among their trees and boscase, their gardens and greens, are a stirring picture of what our cities may be one day,



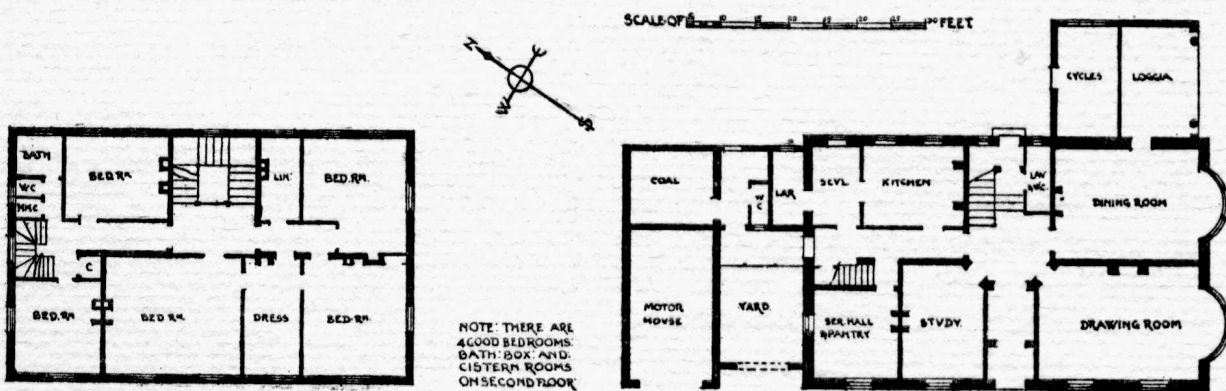


# HAMPSTEAD GARDEN SUBURB

“And in our towns that prospect gives delight  
Which opens up the country to our sight.”



HOUSE by HUGH MORGAN





# HAMPSTEAD GARDEN SUBURB

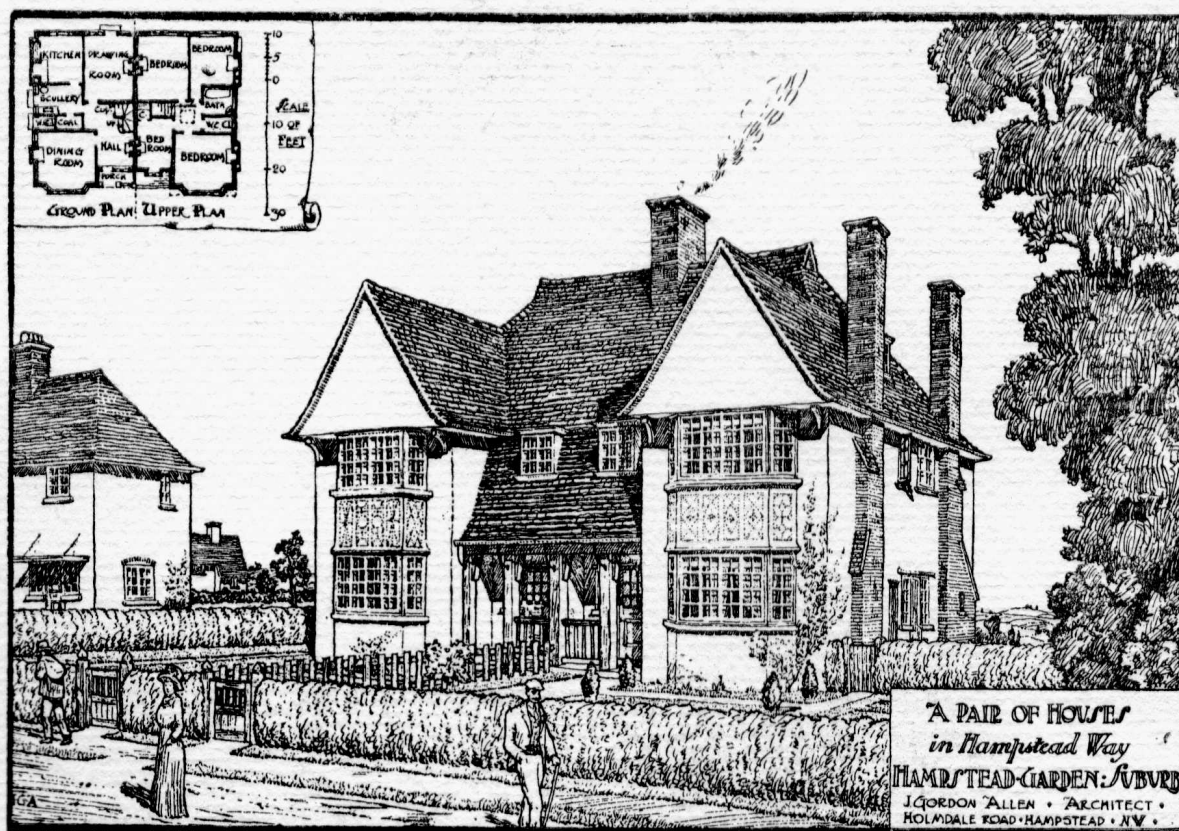
“In the huge world, which roars hard by,  
Be others happy if they can!  
But in my helpless cradle I  
Was breathed on by the rural Pan.”

—*Matthew Arnold.*

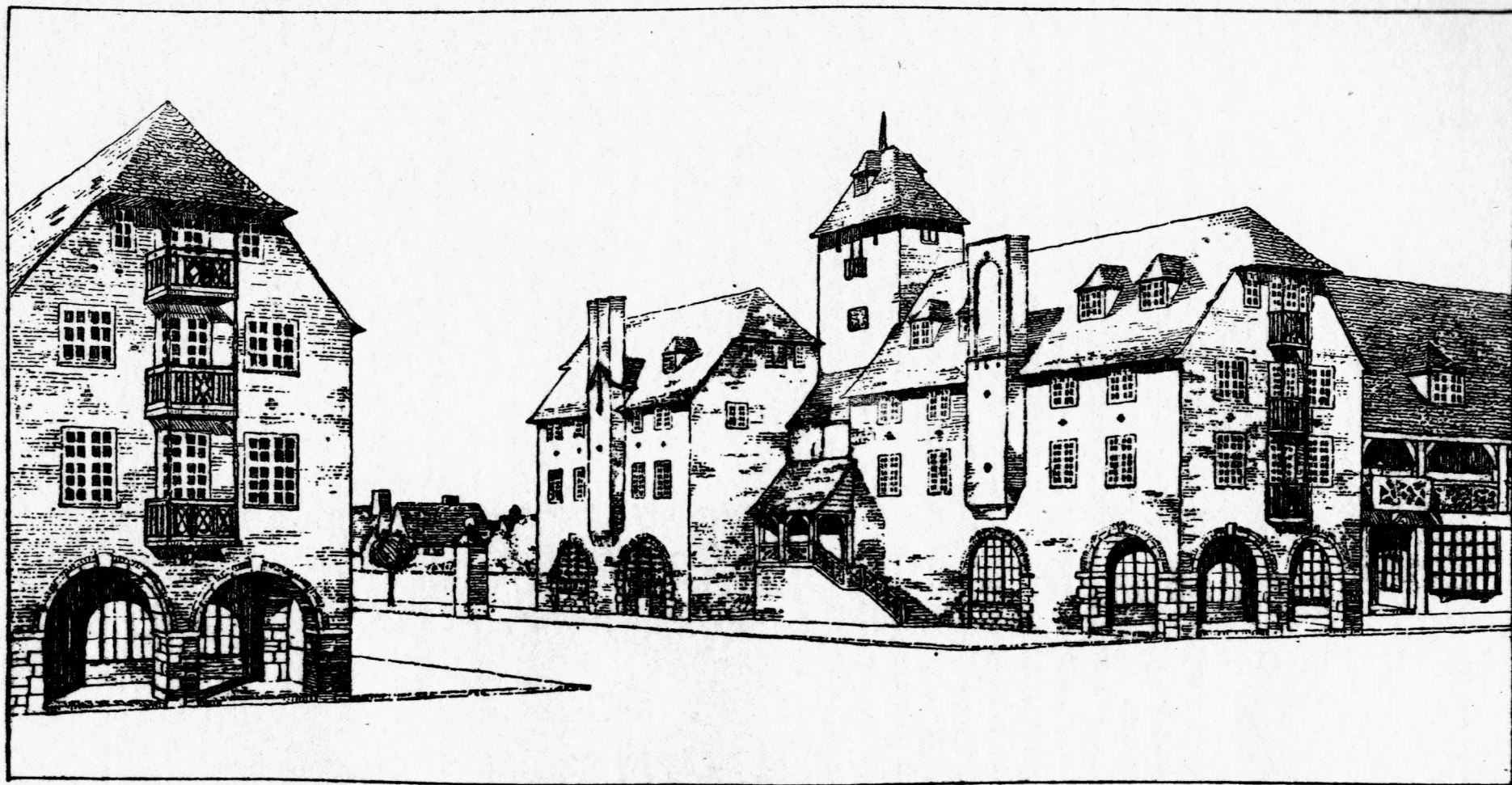
when other things are thought of than the highest possible sum to be wrung in ground rents out of a certain area. When that time comes it is to be hoped that the pioneer work done by the Hampstead Garden Suburb Development Company will not be forgotten.

The visitor is struck by the home-like appearance of the houses. There are none of the pretentious, pseudo-antique dwellings which Mr. Baillie Scott once wittily characterised as “Queen Anne in front and Mary Ann at the back”! It seems a restful place to live in; there is a serene atmosphere about it. As one strolls along the roadways—there are no real streets—one recalls the satisfying old brick houses of elderly, airy, unspoilt towns like Evesham, and the quiet, dignified by-ways of such places as Haarlem.

The greens, laid out country fashion, the treasured old oaks in unexpected places, the new hedges of privet, sweetbriar, yew, holly and quick, the treillage clothed with honeysuckle and jasmine, that forms a welcome substitute for garden walls—







*THE SHOPS, AS DESIGNED FOR  
THE HAMPSTEAD GARDEN SUBURB DEVELOPMENT COMPANY*



# HAMPSTEAD GARDEN SUBURB

*Boswell* : The philosophers, when they placed happiness in a cottage, supposed cleanliness and no smoke.

*Johnson* : Sir, they did not think about either.

the sunk lawns, the roadside trees—often fruit trees, and not singly but several rows deep—help in the making of what is indeed a grateful retreat from “London’s central roar.”

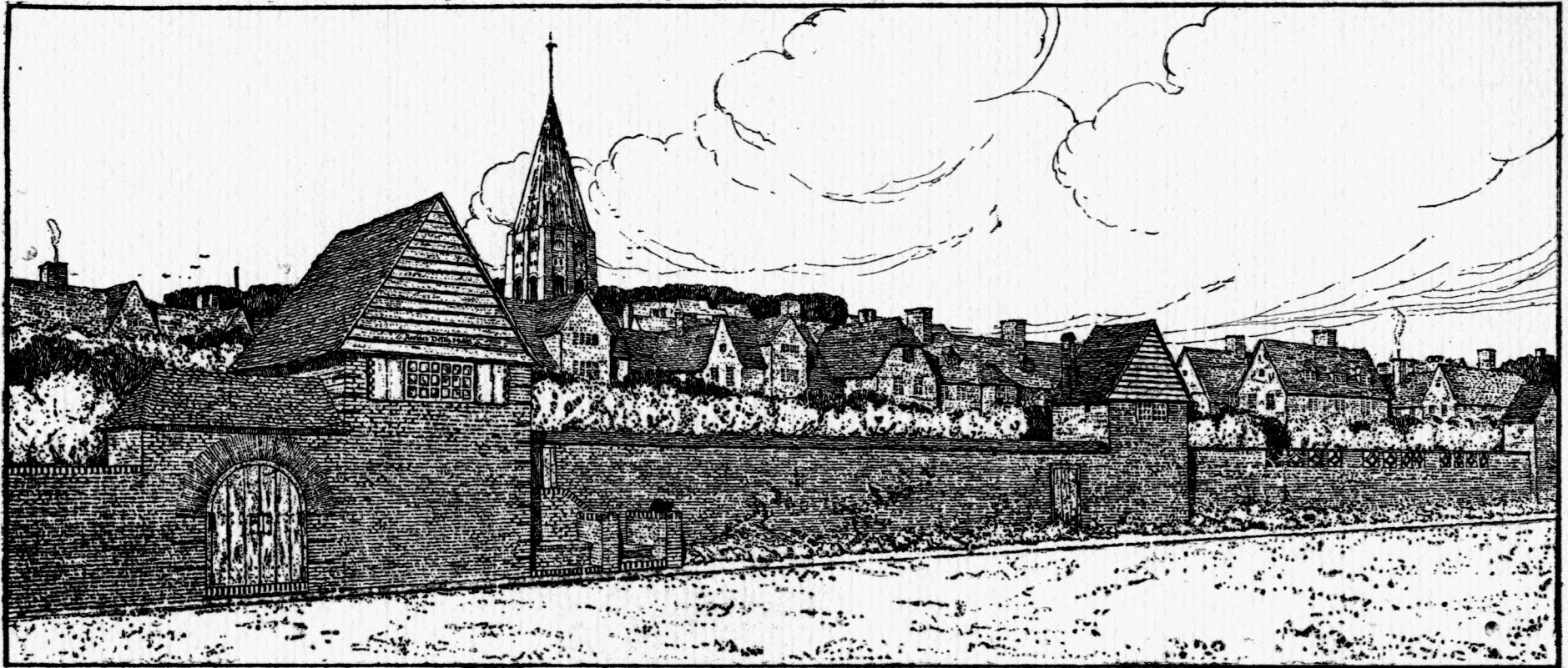
But the inside of the houses? Man cannot live by views alone, however charming and stimulating. “*Houses are built to Live in, and not to Looke on,*” as the Essayist has said. Is there a convenient place in these architects’ living rooms for a couch of easy dimensions? Are the staircases negotiable by furniture? Do the bathrooms and breakfast rooms catch the morning sun, and the larders escape it? Is the importance of minimising servants’ labour considered? The answer is, that the houses—most of which, by the way, are provided with electric light—are artistic without being “too rare and good for human nature’s daily food.” They offer not only beauty of line and harmony of light and shade, but an ample supply of cupboards in the right positions! It is not necessary to make the choice between “*Use and Uniformitie*” for here “*both may be had.*”



COTTAGE by T. M. WILSON, A.R.I.B.A.

An undoubted advantage obtained by the houseowner at Hampstead is that the Company has now a considerable experience of what houses should and should not be from a practical point of view, and the architects are sensible enough to profit by its suggestions. The builders are also encouraged to offer, from time to time, any suggestions which occur to them, tending to make the houses the best possible value for the money laid out on them. It is not always the case, as is well known, that the builder is working in these commonsense relations with the architect and the man who is paying both architect and builder. In this direction, as in the original planning of the Suburb, everything has been done that foresight could suggest towards maintaining future values. The experiment which is proceeding will show beyond doubt that good domestic architecture and good town-planning are not to be regarded as a luxury, but as an excellent investment.





*VIEW OF THE GARDEN SUBURB  
as it will appear from the Heath in another year or  
two. The Church is designed by E. L. Lutyens*



# HAMPSTEAD GARDEN SUBURB

“Thy verdant scenes, O Golder’s Hill!  
Once more I seek, a languid guest.

How gladly ’mid the dews of dawn,  
By weary lungs, thy healing gale,  
The balmy west or the fresh north inhale!  
How gladly, while my musing footsteps rove  
Round the cool orchard or the sunny lawn.”

—*Akenside*, “*Recovery from a fit or Sickness*,” 1758.

## CHAPTER XI.

# PLANNING A SUBURB AND A TOWN

By RAYMOND UNWIN

*To very few architects in this country has the opportunity been given to plan a Town. Raymond Unwin and Barry Parker have planned a Town in the First Garden City, at Letchworth. They have also laid out a new and charming Village at Earswick, Yorks. Their latest work is the large extension of Hampstead known as the Hampstead Garden Suburb, which has been described in the foregoing pages.*

IN the evolution of new methods of town development the work of the Garden Suburb Development Company (Hampstead) Ltd. covers a portion of the field hardly touched by any other existing agency. The town planner may lay out on the best lines the main thoroughfares and places of the town. The site planner may follow and design the best of schemes for arranging the plots, the building lines and the positions of the buildings, but the aim of both is almost sure to be frustrated by the work of those who follow. At the best the plots will be taken up by individuals who will employ each his own favourite architect, all good men, we will suppose, but each owner and each architect will think only of the one house and plot and of developing his own particular fancies upon it, with little or no regard for the total effect of the street. The designs may be good, but, for want of any co-ordination, the result will be little more than an inharmonious jumble. At worst the site will fall into the hands of that type of speculative builder who employs no architect, and who, being intent merely on making all he can out of the ground and houses, is fairly sure to spoil any scheme the designer of the site plan may have had.



# HAMPSTEAD GARDEN SUBURB

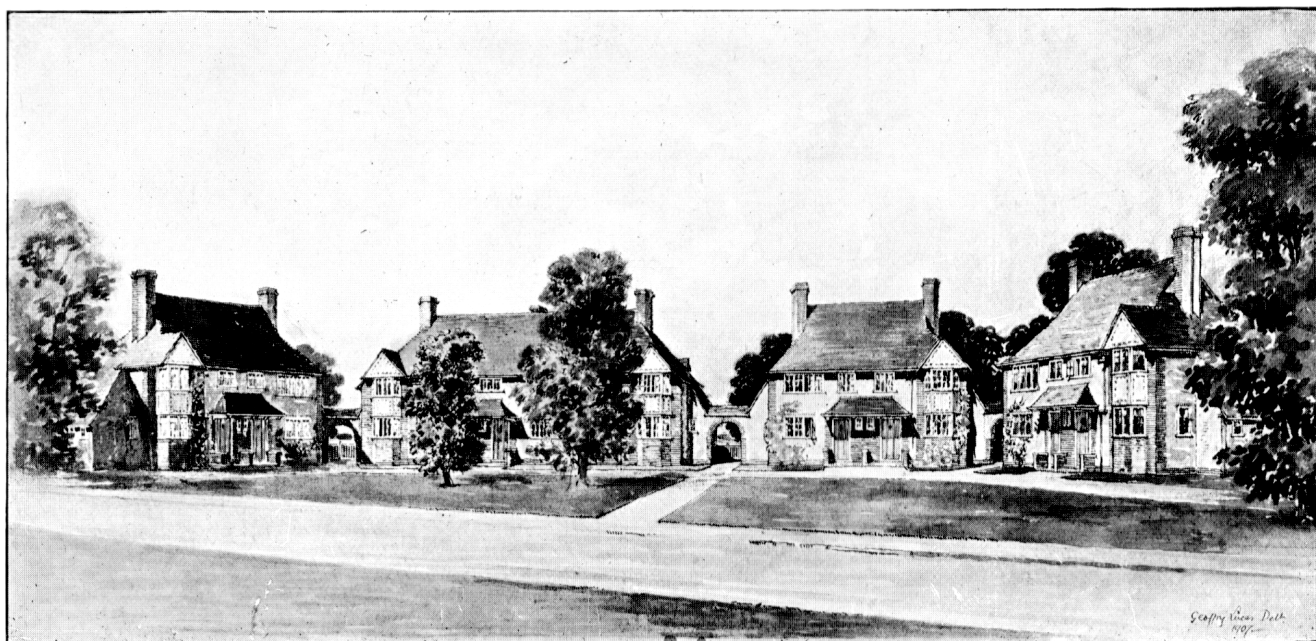
*Gainsborough, standing on Golder's Hill, to Reynolds*: "I am no friend to enclosure," said he, "yet this picture composes well; yes, beautifully! intersected as it is. But the enclosures are small, and the trees group well together; better than one usually sees from a rising ground. None but an ass would build upon a hill, unless there be hills above—unless, indeed, one could have the picture lighted up in this glorious painter-like style. Thirteen degrees of distance have I counted, all distinct. Look! Sir Joshua, how that sweep betwixt Hendon and Mill Hill reposes in dusky shade. What aerial perspective! How prismatic! 'tis like viewing Nature through the medium of a lens."

Some little may be done by control on the part of the site planner; but such control is apt to be resented, and at best is negative in character; it may prevent the very bad but is powerless to produce the very good.

But here comes in this new type of Company which is prepared to co-operate alike with the site planner to complete his scheme and with the individual plot holder to secure to him just the house he wants. It relieves the builder of all the risks and temptations which spring from the speculative side of his business, which does not rightly belong to it, and enables him to do his work as well and cheaply as it can be done. Its building operations are on a scale large enough to secure the real cheapness of wholesale buying and organization, the advantage of which the individual who builds his own house so seldom gets. The Company, by co-operation with the site planner, is able to secure those economies in the cost of plans and speed of construction which come from a reasonable amount of repetition of work without doing injury to the whole scheme or producing monotony of effect; and is able on the other hand to build up or complete special groups of buildings essential for the realisation of the total effect aimed at, and in this way contribute materially to the success of the scheme. Not only can such a Company extend enormously the possibilities of treating street corners and squares, or producing vistas, groupings, and street pictures, but by working in co-operation with the site planner, and where necessary giving whole groups of houses to one architect, it enables a degree of harmony and total effect to be produced which could not otherwise be obtained.

All these gains are greatly to the advantage of the individual plot holder. It is quite wrong to suppose that the best can be made of all the plots by considering the interest of each alone; frequently some quite minor gain, or supposed gain, to one may seriously injure the outlook from many others. It is only by considering them together, and developing each with regard to the whole, that the best result for all can be obtained. It is because they can, by bringing about the effective co-operation of the site planner, the architect, the builder, and the future owner or tenant, confer material benefits on each in turn, that it seems to me such Companies as the Garden Suburb Development Company (Hampstead) Ltd. supply an important link in the chain of Town improvements, and to its promoters the public will owe a debt of thanks.





*GROUP ROUND THE GREEN IN WILLIFIELD WAY, BY GEOFFRY LUCAS, A.R.I.B.A. These are the sort of houses that on ordinary building estates are represented by rows of identical brick boxes. Only the Parliamentary powers obtained by the Hampstead Garden Suburb Trust, which override the rigidity of local bye-laws, render this sort of grouping possible. The result is to give every house in the little group an individuality and charm which add greatly to its value from a commercial as well as from an æsthetic point of view*





*A GROUP* by  
*W. CURTIS GREEN, A.R.I.B.A.*





*SNOW SCENES in the Garden Suburb and on the adjoining Heath. The trees in the central photograph are apples planted in an open space as ornamental trees*





*A SIGN OF GOOD BUILDING:—The notice board of the Garden Suburb Development Company at Hampstead and a room in its Offices at 33 Henrietta' Street, Bedford Street, Strand, W.C.*



# HAMPSTEAD GARDEN SUBURB

When Edward VI. gave the manor of Hampstead to Sir Thomas Wroth it was worth £65 15s. a year.

## POSTSCRIPT

### HAMPSTEAD HOUSES: AFTER HALF-A-CENTURY'S EXPERIENCE

**M**ESSRS. POTTER, who have carried on business as Land and Estate Agents in Hampstead for upwards of 50 years, and during that period have dealt with all classes of Property on the Northern Heights, and are well qualified to judge of the value of property in the proximity of the Heath, report :

“In dealing with the future prospects of that portion of the Hampstead Garden Suburb which has been reserved for the larger class of residences, it is perhaps as well to refer to an opinion which is often expressed that the value of such properties will be deteriorated by the proximity of the dwellings of their poorer neighbours.

“Such a view of the matter can only be held by those who have but a very casual knowledge of the Suburb. The objection shows an entire lack of recognition of the spirit in which the Suburb was planned, but it is necessary perhaps to meet it, and it can best be done by asking whether, for instance, such persons would object to live in Portman Square because there are smaller dwellings in the neighbourhood of Euston Station. Yet the distance between these two places is considerably less than the distance from one end of the Suburb to the other. A very slight examination of the size, contour and general planning of the Estate will show that it is admirably adapted for the purpose for which it was acquired, viz., the residence of all classes.

“We should like to point out that any such scheme which deals with land in the neighbourhood and on the edges of Hampstead Heath starts with advantages which take it entirely out of the pale of comparison with other Suburbs of like distance from the heart of London.

“The proximity of the Heath, its altitude and its bracing air create a constant and indeed an ever-increasing demand for land in the best position in Upper Hampstead, with the natural result that prices are maintained in a way which may well be the envy of other Suburbs.

“£4,000 to £8,000 per acre is a common price for land facing or near the Heath. Over £10,000 has been paid for an acre in a choice position, and we have obtained for a plot near, but not facing the Heath, a sum which worked out at the rate of £14,000 per acre.

“The Garden Suburb has a frontage of over 6,000 feet to the new portion of the Heath, and the views from the Suburb over this extension and up to the tree-crowned heights are not excelled by those from any of the other estates round the older Heath.

“The Suburb has, moreover, been laid out in so generous a manner that no other estate in the neighbourhood can in this respect compare with it. In addition, the houses the Development Company are building are planned by architects of experience and repute, and built and finished in a most substantial manner, and with due regard to the requirements of modern housekeeping.

“With these facts in view it is only reasonable to surmise that the maintenance of values which has been so noticeable round the older parts of the Heath will obtain in the Garden Suburb.

“It is true that the Development Company cannot deal with the freehold of the plots, but on the other hand 999 years' terms can be obtained, and these leases can be dealt with much more expeditiously and at considerably less cost than Freeholds.

“In our opinion the ownership of a house built by the Development Company on the Hampstead Garden Suburb not only secures an excellent residence for the proprietor, but gives him a safe and excellent investment for his money.”



# HAMPSTEAD GARDEN SUBURB

"Nowhere are things more apt to respond to the brighter weather, nowhere is there so much difference between rain and sunshine, nowhere do the clouds roll together more grandly; those quaint suburban pastorals gathering a certain quality of grandeur from the background of the great city, with its weighty atmosphere, and portent of storm in the rapid light on dome and bleached steeples."—*Walter Pater.*

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The corner house in Hampstead Way group by Geoffrey Lucas is furnished by Heal & Son.



# HAMPSTEAD GARDEN SUBURB

“The honest projector is he who, having by fair and plain principles of sense, honesty and ingenuity, brought any contrivance to a suitable perfection, makes out what he pretends, picks nobody’s pockets, and contents himself with the real produce as the profit of his invention.”—*Defoe*.

This Page may be used as an  
**ENQUIRY FORM**

Turn back and tear off at the dotted line

To The Secretary,  
Garden Suburb Development Company (Hampstead) Ltd.,  
33 Henrietta Street, Bedford Street, Strand, W.C.

Dear Sir,

Kindly send me particulars of any available houses. The following are particulars of the accommodation I should require :

No. of reception rooms.....

No. of bedrooms .....

Proposed cost of house £.....

Approximate date when completion  
required.....

Name.....  
(Title, Mr. or Mrs.)

Address.....

[P.T.O.]