

View 19

Fitzroy Square, south-west corner (EAP View 18)

D27345 / 24mm / 15/02/23 / 10:27

Existing

This viewpoint is located at the south-west corner of Fitzroy Square and looks north-east towards the existing Euston Tower. The viewpoint is identified as View 18 in the EAP, and it lies within the LBC Fitzroy Square Conservation Area.

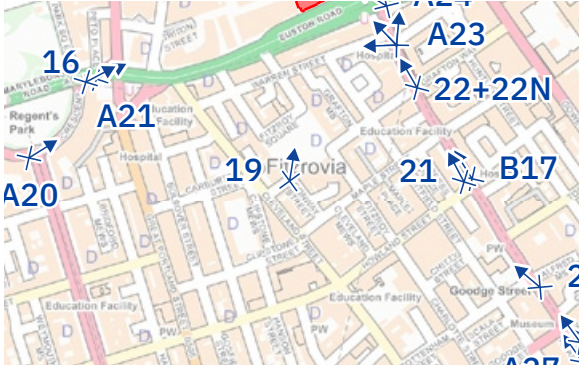
The foreground of the view is occupied by the modern hard landscaping and central oval garden within Fitzroy Square which both dated form the late 20th century The latter is largely laid to lawn with shrub planting, and mature trees are located around its perimeter which screen views beyond to some extent. The middle ground of the view is occupied by the Grade I and II* listed late 18th and early 19th century terraces on the northern and eastern sides of Fitzroy Square. Their consistent scale, appearance and building line are such that they provide a strong sense of enclosure to the square and the view.

The existing Euston Tower rises above the roofline of the listed terraces in the background of the view Its tall architectural form and generic glazed appearance, seen at close range from here, are in contrast to the solidity and finer-grain, Georgian character of the foreground listed townscape, and it appears distinct and separate from them. It forms part of background layer of post-war and modern large scale development within this winter view, also including the Triton Building, 338 Euston Road to the left (west), which is seen behind Grade II* listed buildings on the northern side of the Square, and the UCLH buildings to the right (east), which is seen behind Grade I listed buildings on the eastern side of the Square. For much of the year, the foliage of the central garden obscures some of the visibility of the Euston Tower, and much of the visibility of the other post-war and modern buildings. The setting of the square is characterised by tall modern development seen in close proximity. The Grade II listed BT Tower characterised the modern setting to the south of the square.

Value attached to the view: this is a characteristic view within a Conservation Area, including Grade I and II* listed buildings, and with a well composed quality. It is of **medium** value.

Visual receptors affected: local residents, workers and users of local businesses.

View location



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scaling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

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Susceptibility to change of visual receptors: receptors are likely to be on the move within the local area at this location but may pause to take in the view as they enter the square. The susceptibility to change is **medium-high**.

Sensitivity: **medium**

Proposed

Like the existing Euston Tower the Amended Proposed Development would be a close and prominent contrasting modern feature in the backdrop of Fitzroy Square, behind Grade I and II* listed buildings at the Square’s north-east corner. The Amended Proposed Development would appear distinct and separate from the historic townscape in the foreground.

The Amended Proposed Development would appear broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels bringing the building line closer to the viewer. While the increase in scale would be clearly perceptible, the Amended Proposed Development would be a feature of equivalent scale in the backdrop of this view.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of its mass into four slender quadrants, separated by clearly defined vertical ‘breathing spines’, would effectively break up its overall scale and create vertical emphasis.

The architectural treatment of the façades would be appreciated in detail at this relatively short distance; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a fine-grained character. The material palette of the Amended Proposed Development has been tested during the design development and, as a result of discussion with LBC and HE officers, its palette has been desaturated in comparison to the December 2023 application to a light neutral off-white tone that would complement the stone and stucco of the listed terraces enclosing Fitzroy Square. The off-white tone of the tower facades would appear light and recessive on the skyline, minimising visual distraction with the historic foreground of the view. The clearly defined double height crown would lighten the appearance of the tower’s top and accentuate its recessive appearance.



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While the scale of its impact on the view would be equivalent, the appearance of the Euston Tower would be noticeably changed with a medium magnitude of impact on the view. The contrast between the historic buildings around Fitzroy Square and the tall modern development beyond to the north-east would be maintained. However, the proposed façade treatment would mitigate the impact of the blank generic highly glazed existing tower to an extent by echoing and complementing the fine grained, sculptural façade quality and lighter material palette of the square and would help integrate the Amended Proposed Development more comfortably in its historic Camden context. The nature of the effect would therefore be beneficial.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**



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50mm – 19.8°

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50mm – 19.8°

35mm – 27.2°

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