

2.7.3 Warren Street

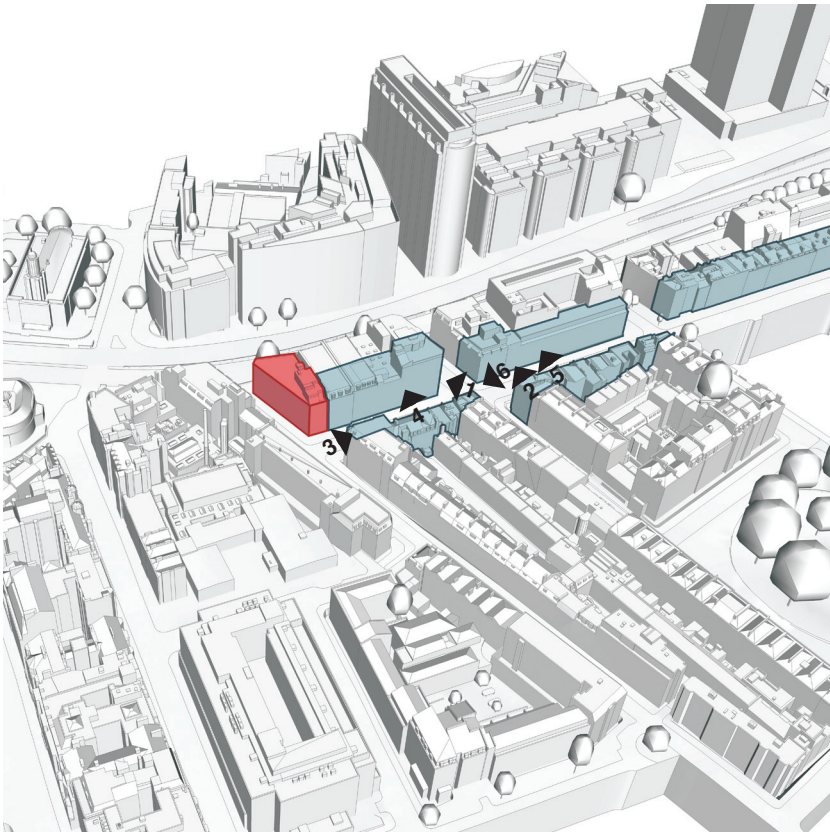
Warren Street was originally built as a residential street but since then retail units have been inserted on most of the ground floors with business occupying a significant proportion of the upper floors. Along the south of the street, numbers 30 to 34 retain their original stock brick facades with contemporary retail shop fronts at ground floor. The block containing the application site is all modern however as the terrace runs to the east the old houses are retained.



1. No.41-42 Warren Street (corner of Euston Road and Conway Street)



2. No.43 Warren Street



Warren Street character area and photograph key



3. View looking east along Warren Street



4. Commercial unit at ground floor at no.39-40 Warren Street



5. Commercial properties along Warren Street



6. Existing view of the site from Warren Street, looking west



Warren Street elevation

2.7.4 **Fitzroy Square Conservation Area**

Fitzroy Square is a Georgian Square designed by Robert and James Adam originally intended to provide London residences for aristocratic families. The Square was started in 1792 and completed in 1831.

The earlier buildings are fronted in Portland stone while the later ones were stucco-fronted, all adhering to the Palladian style with four storeys and a uniform facade.

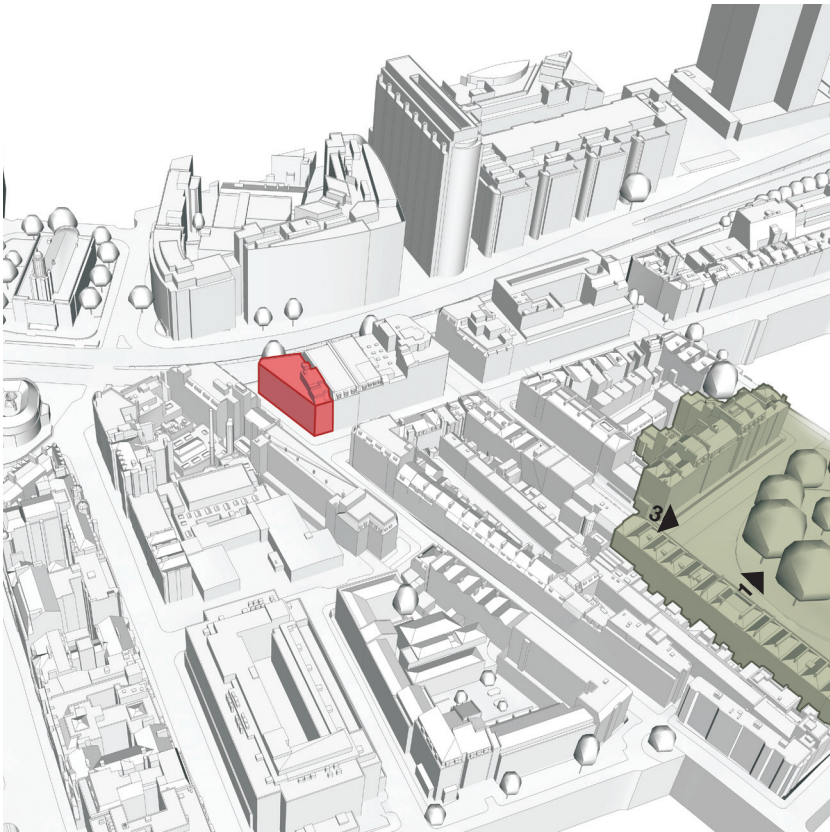
The Square is the heart of the Fitzroy Square Conservation Area immediately adjacent to the application site, and, as such needs to be considered as views in and out of the Conservation Area must be sensitively handled.



1. Fitzroy Square



2. Facade surrounding Fitzroy Square



Fitzroy Square character area and photograph key



3. Fitzroy Square panoramic view