

## **2.0 BACKGROUND**

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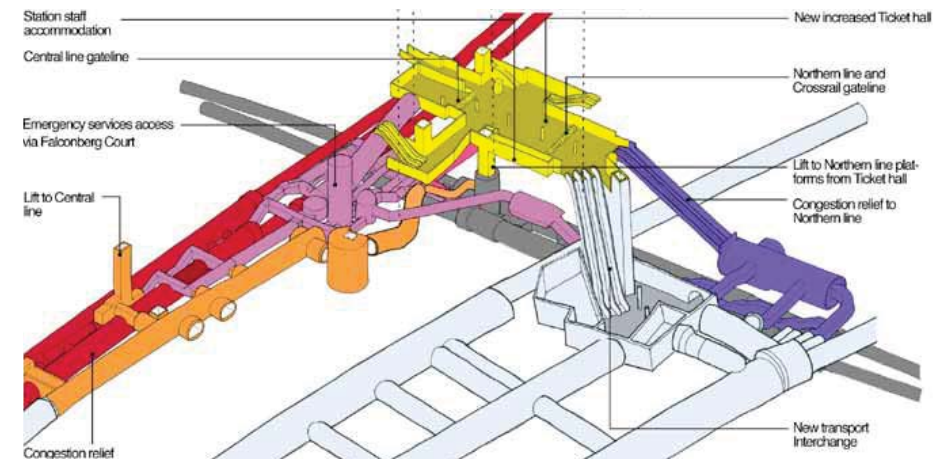
### Crossrail

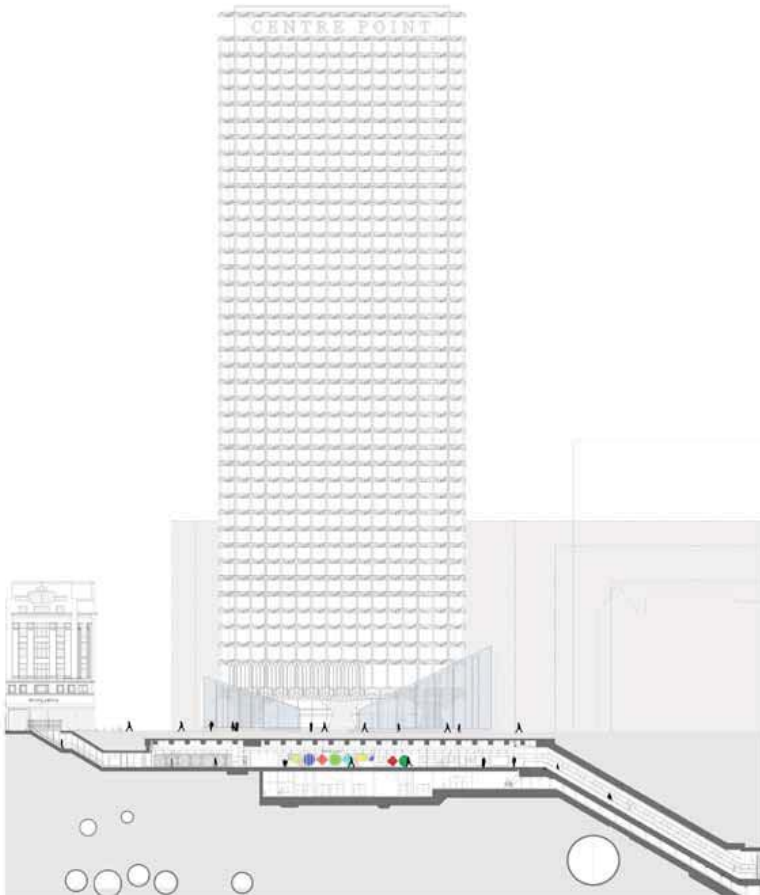
#### CROSSRAIL

To facilitate the construction of the Tottenham Court Road Crossrail station and the upgrade of the existing LUL station the northern portion of the site has been temporarily taken over by Crossrail and the majority of buildings to the north of Denmark Place have been demolished. At present, Consolidated anticipate regaining control of this land in 2013.

As part of the redevelopment proposals to provide a new Crossrail Station, a new Plaza Entrance will be provided at the base of Centrepont, with two exit/entrance points spilling pedestrians north towards Tottenham Court Road, and south, directly towards our client's site.

The arrival of Crossrail and the resultant improvements to the public realm that are proposed are welcomed by our client in general terms. The new Entrance Plaza and wider public realm proposals provide both opportunities and constraints in relation to the development of this site, which will be explored in further detail later on in this document





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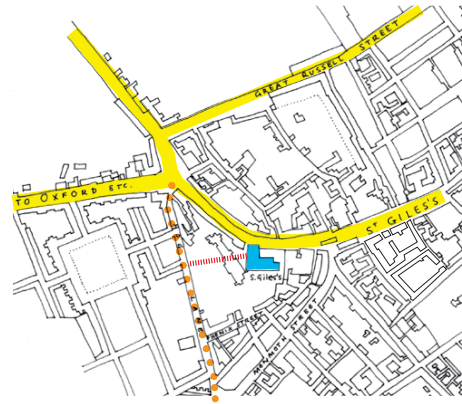
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## History of Site

### HISTORIC MAPS: ROADS - DEVELOPMENT OF URBAN FORM

Research at Camden local archive and internet based resources allowed us to understand the evolving urban pattern around St. Giles during the past four hundred years.

The analysis opposite describes the historic roads and the historic figure-ground (buildings) respectively.



1682

- Denmark street did not exist



1720

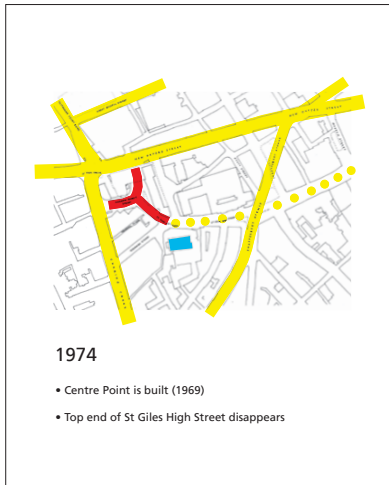
- St Giles High Street: main approach to the west
- The second St. Giles-in-the-field Church is illustrated, built in 1630
- Denmark Street is noted on the map by 1720

City of London from the west illustrated, built in 1630



1775

- Tiborn Road renamed as Oxford Street
- Tottenham Road renamed to Tottenham Court Road
- The third St. Giles-on-the-field Church is illustrated, built between 1730-34



1974

- Centre Point is built (1969)
- Top end of St Giles High Street disappears



1801

- Hog Lane renamed Crown Street
- Lloyds Court created



1850

- New Oxford Street was created
- Monmouth street is renamed Dudley street



1897

- Crown street is renamed Charing Cross Road, the street is widened and lined with trees
- Shaftesbury avenue was created, replacing Dudley Street, also lined with trees
- Crown Place disappears

### HISTORIC MAPS: FIGURE GROUND (BUILDINGS) - DEVELOPMENT OF URBAN FORM

It is clear from the figure-ground analysis opposite that the triangular block originally defining St.Giles has been eroded beyond repair over the past four hundred years.

A new solution to this damage should seek to create coherence to the place.



1682



1815



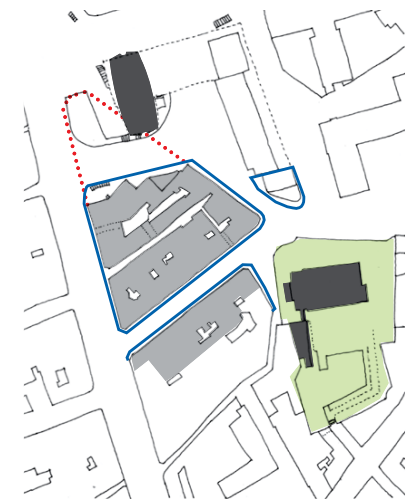
1871



1934



1951



1974

(centre point first recorded 1969)



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## History of Site

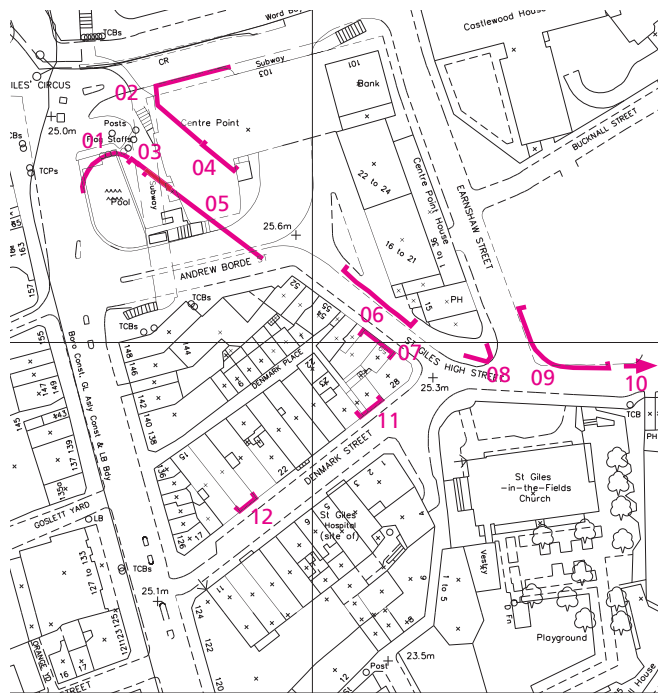
### HISTORIC BUILDINGS - ST. GILES SURROUNDING CONTEXT

Camden's local photo archive provided a valuable source of reference to understanding the historic character of the area.

As with the road and figure-ground material on previous pages, the photos opposite illustrate buildings of varying quality which are now lost, predominantly through post-war development.

Fortunately, the buildings which remain can also be identified.

Any future development schemes should consider these buildings on their merits as positive contributors to the character of the conservation area.



All photographs  
CREDIT: © Camden Local History Library



01 t Giles from Tottenham Court Road (1960)



02 St Giles from Oxford Street (1960)



03 Imperial Mansions, St Giles High St (1904)



04 28-29 St Giles High Street (1904)



08 14 St Giles High Street (circa 1900's)



09 Junction of Euston Street and St Giles High Street (circa 1930's)



10 3-11 St Giles High Street (1936)



11 27 Denmark St, looking from St Giles High street (1950's)



12 19 Denmark Street (date unknown)



05 St Giles High Street (circa 1950's)



06 17 St Giles High Street (circa 1950's)



07 59 St Giles High Street (circa 1950's)

### HISTORIC BUILDINGS - ST. GILES SURROUNDING CONTEXT



corner of Oxford Street and Crown Street (circa mid 1800's)



St. Giles from Tottenham Court Road (1960)



St. Giles from Tottenham Court Road (present day)

St Giles Church is of course one of the most significant buildings in the area.

The drawing and photos illustrated opposite are all positioned in essentially the same viewpoint at the corner of Oxford Street and Tottenham Court Road.

They describe the setting of the church at key stages in the past 200 years.

In each case, the church spire can be clearly seen to a greater or lesser extent.

Unfortunately, the buildings in the foreground do not actively improve the church's setting from this key vantage point.

This relationship is particularly uncomfortable in the juxtaposition between Centrepiece and the spire as seen in the present day (bottom photograph).

All photographs  
CREDIT: © Camden Local History Library

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### RELEVANT PLANNING HISTORY

Consolidated Developments have owned this site for 15 years. In 1990 planning permission was sought for the demolition of all properties on the site, except for those fronting Denmark Street and Shaldon Mansions, and the erection of an 8 storey block with basement car park, ground floor retail/A3 and B1 uses on the Northern half of the site. The application also proposed residential blocks of 5 and 6 storeys arranged around a courtyard at the eastern end of Denmark Place, a 5 storey block on Denmark Place for music studios plus basement museum for contemporary music, refurbishment of the buildings fronting Denmark Street and refurbishment of Shaldon Mansions for continued residential uses.

The planning application was refused in March 1991 for the following reasons:

- i) The site was required for the construction of Crossrail
- ii) The office, residential and studio blocks were too high and bulky
- iii) Demolition and alterations to the buildings did not preserve or enhance the conservation area
- iv) The proposals could harm the Denmark Street music industry
- v) The proposals would result in the loss of rented residential accommodation (this reason was subsequently dropped)

Appeals were submitted against the refusal of permission and subsequently dismissed in 1992 on the basis that the site was required for the construction of Crossrail and that there was no justification for the demolition of 16 Denmark Place. Key considerations that came out of the Inspector's report are as follows:

- The proposed development would not be unacceptable in its impact on its surroundings and on the character and appearance of the Conservation Area
- The view of St Giles Church from Oxford Street was not so important to preclude otherwise acceptable development
- If planning permission for the development should be granted there would be no obstacle to the granting of Conservation Area Consent for demolition of unlisted buildings in the CA
- Denmark Street's music specialism is a characteristic of the Conservation Area that should be retained



## **3.0 OPPORTUNITIES AND CONSTRAINTS**

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### INTRODUCTION

There are a number of Opportunities and Constraints relating to the site that have been identified as part of the site analysis and initial concept development.

These can be summarised as follows:

#### CONSTRAINTS

- Heritage Assets
- Existing Residential
- Bus Routes
- Sunlight / Daylight

#### OPPORTUNITIES

- Crossrail
- Pedestrian Movement
- Cultural Heritage
- Visibility / Legibility

Each of these points are addressed in turn over the following pages.



### LISTED BUILDINGS



### HERITAGE ASSETS

There are a number of heritage assets both on and adjacent to the site of varying merit and a full assessment of these has been carried out in accordance with the guidance set out in NPPF.



It is not proposed to remove any listed buildings to accommodate the proposed development and the client aims to sympathetically renovate the eight listed buildings within the application site as part of this application, with each being subject to an individual accompanying application for Listed Building Consent.

Works are proposed to remove the unsympathetic rear extensions to a number of the non-listed buildings fronting the north side of Denmark Street, and it is proposed to create a link at ground and first floor level through the unlisted building at no.21 Denmark Street, within the existing 2 storey frame integrated within the frontage.

York and Clifton Mansions are locally listed; however they have been subject to a long period of neglect and the layout and interior of the properties are in a poor state of repair, and may not present an opportunity for viable conversion or reuse. Further work will need to be undertaken to consider the implications of this on their long-term survival.

One objective of the scheme is to frame views of St Giles Church allowing pedestrians to use it as a way finding point as they exit the underground station via the south plaza entrance. This will provide legible visual links with the wider area, opening up views of the church which have not be available for many years, and re-establishing a visual identity for the area.

#### key

	grade 1		grade 2		borough boundary
	grade 2*		local importance		demolished for crossrail/ LUL

# 3.0 OPPORTUNITIES AND CONSTRAINTS

## Heritage Assets

### DENMARK STREET NORTH ELEVATION



DENMARK STREET SOUTH ELEVATION



Local importance Grade II Listed Local importance Grade II Listed

