

- Respect important views;
- Respect the scale of neighbouring buildings;
- Use materials and building methods which are as high in quality as those used in existing buildings; and
- Create new views and juxtapositions that add to the variety and texture of the setting.

4.35 The guidance contains a number of case studies and draw a number of specific conclusions from them:

- The best buildings result from a creative dialogue between the architect, client, local planning authority and others; pre-application discussions are essential;
- The local planning authority and other consultees can insist on good architecture and help to achieve it;
- Difficult sites should generate good architecture, and are not an excuse for not achieving it;
- With skill and care, it is possible to accommodate large modern uses within the grain of historic settings;
- High environmental standards can help generate good architecture;
- Sensitivity to context and the use of traditional materials are not incompatible with contemporary architecture;
- Good design does not stop at the front door, but extends into public areas beyond the building;
- High-density housing does not necessarily involve building high or disrupting the urban grain and it can be commercially highly successful;

- Successful architecture can be produced either by following historic precedents closely, by adapting them or by contrasting with them;
- In a diverse context a contemporary building may be less visually intrusive than one making a failed attempt to follow historic precedents.

5.0 The proposed development and its effect

- 5.1 This section of the report describes the proposed development and the range of benefits it provides. No harm is caused to the character and appearance of the Charlotte Street or Bloomsbury Conservation Areas, the setting of listed buildings, or the setting of buildings that contribute to the character and appearance of these conservation areas – indeed these things are preserved and enhanced by the proposed development.
- 5.2 By virtue of the high quality of the design and the distinct economic and social outputs from the scheme, it successfully achieves the planning balance sought by national and local policy guidance for the historic built environment described in the previous section.
- 5.3 The proposed development is illustrated in the design drawings of Rolfe Judd Architects and described in the accompanying the planning report prepared by the London Planning Practice.
- 5.4 This section, therefore, provides the substantive basis for the argument in the next section of the report that, because it is positive in many respects, the scheme successfully achieves that balance sought by national and local policy guidance.

The proposed development

- 5.5 The proposed development will involve the replacement of 63 Tottenham Court Road with a new building, and the creation of a new building at 1-3 Goodge Street, behind the existing façade. No 62 Tottenham Court Road will be refurbished. Basement and ground floors remain in retail use throughout, while the upper parts of the development will contain residential accommodation.

62 Tottenham Court Road

- 5.6 The contribution that this building makes to the public realm of the conservation area will continue unimpaired.

That contribution will, in fact, be considerably improved, by virtue of the replacement of the present poor quality shop front with a more appropriate design, and the repair and refurbishment of the elaborate façade above.

- 5.7 An additional mansard floor is proposed, but this will be set back from the Tottenham Court Road frontage, and will be visually recessive in oblique views along the street. It is designed so as to be as discreet as possible while providing additional accommodation in the building, and it will not significantly alter the overall appearance of the building.
- 5.8 Additional accommodation is proposed to the rear of the building, but this will not have any effect on the character and appearance of the two conservation areas, or any meaningful effect on the contribution made by other unlisted buildings in the Charlotte Street Conservation Area to its character and appearance. The new accommodation to the rear of No. 62 Tottenham Court Road will not have any effect at all on the setting of the Bloomsbury Conservation Area or any of its buildings.

63 Tottenham Court Road

- 5.9 The proposed redevelopment of the site of 63 Tottenham Court Road will replace an unremarkable existing building with a high-quality contemporary scheme that greatly improves the important junction of Goodge Street and Tottenham Court Road. The design is deliberately and unashamedly modern – in much the same way as the present building on the site was when it was built in the 1930s.
- 5.10 The design of the scheme seeks to build to a greater height so as to provide more accommodation on the site and to maximise the potential of the site. This is not simply economic potential – properly developed with a building of a suitable presence and scale, the site can serve to mark the entry to Goodge Street and to exploit the potential of the site to provide greater legibility and identity in the immediate area. This is an important place

in urban terms – it is the junction between major north-south and east-west routes through London. The present building on the site fails to realise this potential, and lacks and appropriate character or stature for its location. The junction is lopsided – on the one hand, the former Catesby’s department store stands tall on the northern side of Goodge Street, while the present building at 63 Tottenham Court Road vey much ‘keeps its head down’ opposite. The site needs a building that does not compete with the former Catesby’s, but which steps up towards its scale. That is what the proposed scheme does.

- 5.11 The design of the proposed building is deliberately sculptural and dematerialised. It is an abstract, modelled scheme. It consists of a matrix of horizontal and vertical planes, with planar glazing used to complete the volumes implied by these planes. It partly cantilevers over the street (by a short distance). The scheme is for a building of greater height than exists at present, but the design does not simply add floors in a conventional manner. Instead, it uses its more abstract language to lessen the sense of individual floors and to emphasise the manner in which the building turns the corner. Importantly, this approach allows the uppermost part of the building to appear as a singular volume rather than a ‘rooftop’ - height is achieved in the scheme without creating a building that appears ‘tall’ as a result of the vertical repetition of floor plates.
- 5.12 Also important in the design is that – though singular and distinctive, its overall height is not greater than the general height of its retained neighbours at 62 Tottenham Court Road and 1-3 Goodge Street. As the elevational drawings show, the roof level of the new building aligns with the ridge level of 62 Tottenham Court Road and the upper level of the new mansard roof to 1-3 1-3 Goodge Street.
- 5.13 The design is appropriate in a number of respects. It is specific and individual, and this reflects the variety of the buildings around it and the character and appearance of

the two conservation areas. It does not compete with those buildings, or seek to imitate them. Its sculptural approach allows it to successfully 'turn the corner' and to be high without appearing as overbearing. Its individuality and highly specific architectural language permits it to help reinforce the identity of the junction and its sense of place.

- 5.14 It is proposed to use traditional materials in a modern way in the new building at 63 Tottenham Court Road – terracotta, Portland stone, glass. These are highly contextual, and draw from the palette of materials found in the two conservation areas. Their use will provide a link to the character and appearance of the conservation areas, while nonetheless being employed in a contemporary architectural language.

63 Tottenham Court Road: new building v. retention and extension

- 5.15 Given the status of 'contributor' ascribed to it in the conservation area appraisal, the retention of the existing building at 63 Tottenham Court Road and building above it has been examined. It is clear that additional height is appropriate and indeed necessary on this site, and adding an additional storey or storeys would provide accommodation.
- 5.16 However, this approach is flawed in three main ways:
- Firstly, it would privilege the existing building with more significance than it has, and create a task for the designer not justified by the quality of what would be preserved in the scheme;
 - Secondly, it would compromise the quality of accommodation achieved in the scheme, and – again – this loss of an opportunity to create high quality new space is not justified by the merits, if any, of the existing building;

- Thirdly, it would compromise the existing building – just as the new element is flawed by its incongruous location above a very indifferent base, the existing building would seem incongruous with a new floor or floors above;

5.17 This approach would represent the worst of outcomes for the site . It would be lacking in visual coherence and integrity, and the sheer oddness and confusion of the resulting building would harm the character and appearance of the conservation areas and the setting of adjacent listed and unlisted buildings.

1-3 Goodge Street

5.18 As with No. 62 Tottenham Court Road, the proposal for 1-3 Goodge Street is modest: to repair and refurbish the existing building facade and to provide a new and better designed shop front than that which exists at present. As at 62 Tottenham Court Road, a traditionally detailed mansard will be added to provide additional accommodation.

5.19 The contribution that this building makes to the public realm of the conservation area will therefore continue and be positively enhanced. This will, in turn, enhance the setting of unlisted buildings and the listed former Catesby's department store opposite.

5-7 Goodge Street

5.20 The proposed building will replace the dilapidated and shabby existing structure with a carefully designed new scheme that is clearly of its time, and will provide sensible, useable accommodation. The proposed building echoes the variation in building form and fenestration of the existing buildings in its context, but provides a modern design solution. While the design for 63 Tottenham Court Road is highly specific to its corner position, that for 57-Goodge Street responds directly to its terraced location.

- 5.21 The design is confidently contemporary, but is also contextual: it respects the scale and character of neighbouring properties by the articulation of the upper parts of the design, and by the way the edge of its façade relates to the buildings to either side.
- 5.22 The individuality and distinctiveness of the design is appropriate because of the character and appearance of this part of the Charlotte Street Conservation Area: because of the great variety of building style and appearance. The proposed development would be consistent with this character, and would take its place, along with 63 Tottenham Court Road, as a new element in the ongoing evolution of the area.

Effect on heritage assets

- 5.23 The scheme will regenerate a series of relatively dilapidated buildings at an important junction of two major thoroughfares. It will see the repair, refurbishment and reuse of two significant local buildings that contribute to the Charlotte Street Conservation Area. It would create a well-designed pair of new buildings that are commensurate with the scale of the street and with individual buildings next to them. This part of Tottenham Court Road will be greatly improved by this mix of building conservation and new development. The overall scheme would be well designed, and made of sound, locally relevant materials.
- 5.24 The setting of those listed and unlisted buildings described earlier and the character and appearance of the Charlotte Street and Bloomsbury Conservation Areas would be greatly enhanced by the proposed redevelopment scheme.

Sustainability and accessibility

- 5.25 The proposed development will inherently be more accessible than the buildings that exist at present. It will contain a lift to all floors and step-free floor plates. It will also, by being new development built to current

standards, be very significantly less demanding of resources than the existing building would be if it were refurbished.

Economic benefits

- 5.26 The economic benefits of the proposed scheme are clear: the proposed residential units would be attractive and bring more people to live in Tottenham Court Road. Its high street location, and very close proximity to Goodge Street and Tottenham Court Road Underground Stations, would give the development easy access to local businesses and to public transport.

General benefits of the proposed scheme

- 5.27 The scheme allows a number of important things to happen that will improve the present circumstances of the site:
- The scheme will increase life and vitality on the site as well as in its surroundings;
 - Building on the mixed residential and commercial character of the area, the scheme sustains this mix with new work and living space;
 - The scheme preserves and improves the active ground level street frontages with active uses, and removes the poor quality frontage that exists at present;
 - The scheme creates greater legibility in urban form and more of a sense of a building linked to its surroundings;
 - In all of this the scheme enhances views of the site along Tottenham Court Road in both directions, and along Goodge Street when looking east.

How the scheme has responded to pre-application discussion

- 5.28 The design of the scheme has evolved since pre-application discussions were held with the Council in 2010. The overall height of the proposed scheme for 63 Tottenham Court Road has been reduced, and the design of its elevations changed in response to comments. Similarly, the scheme for 5-7 Goodge Street and the proposed mansard to 1-3 Goodge Street. These changes are described in detail in the Design & Access Statement.

How the scheme differs from previous schemes

- 5.29 When compared with previous submitted applications (in 2006 and 2007), the proposed development retains more historic fabric – by not removing the façade of 1-3 Goodge Street – and the overall scale of development is less. The new building for the site of 63 Tottenham Court Road is not a ‘tower’ in that it does not project above the roof level of its neighbours, and no retail is provided at first floor. The scheme is inherently respectful of the scale of Goodge Street. 11-13 Goodge Street does not form part of this application.

6.0 Compliance with policy and guidance

National policy: PPS1 and 3

- 6.1 The proposed development is consistent with PPS1 and PPS3 by undoubtedly '[taking] the opportunities available for improving the character and quality of [the] area'. For the reasons set out earlier, the scheme will create an 'attractive, usable, durable and adaptable' new place in this part of the Charlotte Street Conservation Area.
- 6.2 The scheme cannot be considered as doing other than what Paragraph 35 of PPS 1 seeks: it will undoubtedly Shoreditch to 'function well' and will 'add to the overall character and quality of the area, not just for the short term but over the lifetime of the development'. It will replace a plain, undistinguished and compromised building that does not make any meaningful contribution to the conservation area or its surroundings with a well-designed new building that provides high-specification workspace.
- 6.3 The scheme will also succeed in 'making places better for people': it will replace a situation where an underused collection of buildings whose present condition and use do not enhance the two conservation areas with a well-designed new development that provides new, high-specification housing and workspace.

Planning Policy Statement 5: Planning for the Historic Environment

Climate change: Policy HE1

- 6.4 The proposed development is an example of the balance sought by the new PPS (at HE1.3) in terms of sustainability, where it says that 'the public benefit of mitigating the effects of climate change should be weighed against any harm to the significance of heritage assets'. The existing buildings are neither of such inherent heritage significance or notable value in terms of mitigating climate change that the value of their fabric in

helping to achieve climate change should be seen as an obstacle to their removal or alteration.

- 6.5 The proposed development will provide far more by way of climate change mitigation than the existing buildings do at present. The new buildings will be less demanding of resources than the buildings they replace. The design of the external envelope and building systems in the new buildings will also help the development achieve a high level of sustainability. The scheme is thus consistent with thrust of Policy HE1 of the PPS.

Local planning: Policy HE3

- 6.6 The scheme considers the surroundings of the site in a holistic fashion, and not in isolation. Considerable thought has been given to the proposed scheme in terms of views along north and south along Tottenham Court Road and along Goodge Street. For the reasons given earlier and in the Design & Access Statement, the scheme will enhance the character and appearance of the Charlotte Street and Bloomsbury Conservation Areas and the context of other buildings nearby.
- 6.7 In doing this the proposed scheme is both acknowledging the holistic approach of the PPS to the historic environment and helping to achieve those things that Policy HE3 seeks: that development is a 'catalyst for regeneration in an area', that the historic environment can be a 'stimulus' that can 'inspire new development of imaginative and high quality design', and the 'the re-use of existing fabric, minimising waste'.

Policy guiding the determination of applications for consent relating to all heritage assets: Policy HE7

- 6.8 The proposed development is consistent with Policy HE7 of the PPS. It 'take[s] into account the particular nature of the significance of the heritage asset[s, in its surroundings] and the value that [they] hold for this and future generations'. This is demonstrated by the careful and detailed examination of the architectural qualities of the proposed building. In doing this, the scheme

undoubtedly succeeds in 'sustaining and enhancing the significance of heritage assets', and utilises 'their positive role in place-shaping'. It also clearly makes a 'positive contribution to the character and local distinctiveness of the historic environment'

- 6.9 The scheme also does the relevant things that the 'Planning for the Historic Environment Practice Guide' urges in its Paragraph 79. For the reasons explained earlier, the proposed development 'makes a positive contribution to economic vitality and sustainable communities', and 'is an appropriate design for its context and makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment'.

Additional policy principles relating to designated heritage assets: Policy HE9

- 6.10 In terms of Policy HE9, the proposed development very definitely conserves the heritage assets in its context. It certainly does not involve harm to those heritage assets of any kind.
- 6.11 In respect of the buildings that presently occupy the sites of Nos 63 Tottenham Court Road and 5-7 Goodge Street, this report argues the contribution that 63 Tottenham Court Road make to the Charlotte Street Conservation Area is limited.
- 6.12 The key aspect of Policy HE9.2 that should be applied to these proposals is HE9.2(i): if, as the conservation area appraisal maintains, 63 Tottenham Court Road make a 'positive contribution' to the character and appearance of the Charlotte Street Conservation Area, then the 'substantial harm to or loss of significance is necessary in order to deliver substantial public benefits that outweigh that harm or loss'.
- 6.13 Policy HE9.2 says that, if HE9.2(i) does not apply, then the proposed development should be measured against the four tests in HE9.2(ii). The proposed redevelopment of 63 Tottenham Court Road can be seen as acceptable when

considered against the tests – when taken together and when the scheme is assessed in a reasonable fashion against them.

- 6.14 While the ‘the nature of the heritage asset’ at 63 Tottenham Court Road does not necessarily prevent ‘all reasonable uses of the site’, it certainly limits the range of possible uses and thus the economic and sustainability potential of the site. It is the case that a ‘viable use of the heritage asset itself can be found in the medium term’, but not one that will financially or practically ‘enable its conservation’ in any meaningful way – even if that were justified by the marginal significance of the buildings. ‘Conservation through grant-funding or some form of charitable or public ownership’ is most certainly not possible, but the perceived ‘harm to or loss of the heritage asset’ is certainly - for the reasons provided here, earlier and in the Design & Access Statement - ‘outweighed by the benefits of bringing the site back into use’.
- 6.15 If the proposed development is assessed against Policy HE9.4 (‘where a proposal has a harmful impact on the significance of a designated heritage asset which is less than substantial harm’), it is demonstrably the case that ‘the public benefit of the proposal’ outweighs the ‘harm’ caused by the loss of 63 Tottenham Court Road. The existing building is not of such inherent architectural quality that it merits retention at any cost, and the proposed scheme is a highly positive design that will enhance the significance of the conservation areas and the setting of other heritage assets.
- 6.16 This report and the Design & Access Statement provide the detailed rationale to support that contention, and specifically in terms of the replacement of 63 Tottenham Court Road. The justification in policy terms is substantial, detailed and explicit regarding precisely what contribution the existing building at 63 Tottenham Court Road makes, its weaknesses in urban and architectural terms, the merits of the new building, and how enhancement will occur. It therefore constitutes the

‘greater justification’ referred to in PPS5, Policy HE9.4(ii). This justification is provided for each part of the development site, as well as for the proposed full replacement of 63 Tottenham Court Road. Additional policy principles relating to the setting of designated heritage assets: Policy HE10

- 6.17 For these inter-linked reasons, the proposed development is thus also entirely consistent with Policy HE10 regarding the effect of development on the setting of designated heritage assets. The careful design of the new building has been undertaken with a respectful consideration of the setting of the listed buildings and the character and appearance of the conservation areas, and is a clear example of how new development can ‘better reveal the significance of the asset’ in the case of 62 Tottenham Court Road and 1-3 Goodge Street.

Camden’s Local Development Framework

- 6.18 As has been shown, the scheme would:
- Not remove from the conservation area a building that is indispensable in terms of its character and appearance. 63 Tottenham Court Road does not make such a contribution to the conservation area that its replacement cannot be reasonably contemplated;
 - Would provide new buildings that would preserve and enhance the character and appearance of the conservation area.
- 6.19 For these reasons, and those given earlier, the proposed development is consistent with Camden’s Local Development Framework policies regarding demolition and new development in conservation areas. It also preserves the setting of nearby listed buildings, and thus complies with Policy DP25

Guidance

- 6.20 The proposed development is exactly what BS 7913:1998 'Guide to the principles of the conservation of historic buildings' seeks – it would be 'designed for a long life and soundly constructed of durable materials chosen to suit their context'. The careful scaling of the new buildings and the composition of the frontage to Tottenham Court Road and Goodge Street demonstrates how the proposed scheme will have 'due regard to [its] site and surroundings using materials that will weather and age well and settle into [its] place in the townscape'.
- 6.21 The proposed scheme is also consistent with the spirit and detailed guidance of 'By Design'. In its design it will be seen to be visibly 'responding to and reinforcing locally distinctive patterns of development, landscape and culture'. It will 'promote the continuity of street frontages and the enclosure of space by development which clearly defines private and public areas'. The new arched entrance will 'promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society' and 'promote accessibility and local permeability by making places that connect with each other and are easy to move through'.
- 6.22 Finally, the proposed scheme exemplifies all that 'Building in Context' seeks to achieve. The scheme will undoubtedly 'sit happily in the pattern of existing development and routes through and around it' and 'respect the scale of neighbouring buildings'. It will certainly 'use materials and building methods which are as high in quality as those used in existing buildings'.
- 6.23 The proposed development would very much demonstrate a key point of 'Building in Context' - 'in a diverse context a contemporary building may be less visually intrusive than one making a failed attempt to follow historic precedents. This is particularly apposite given the immediate context of the site.

Appendix A: Location



Current Ordnance Survey (not to scale)

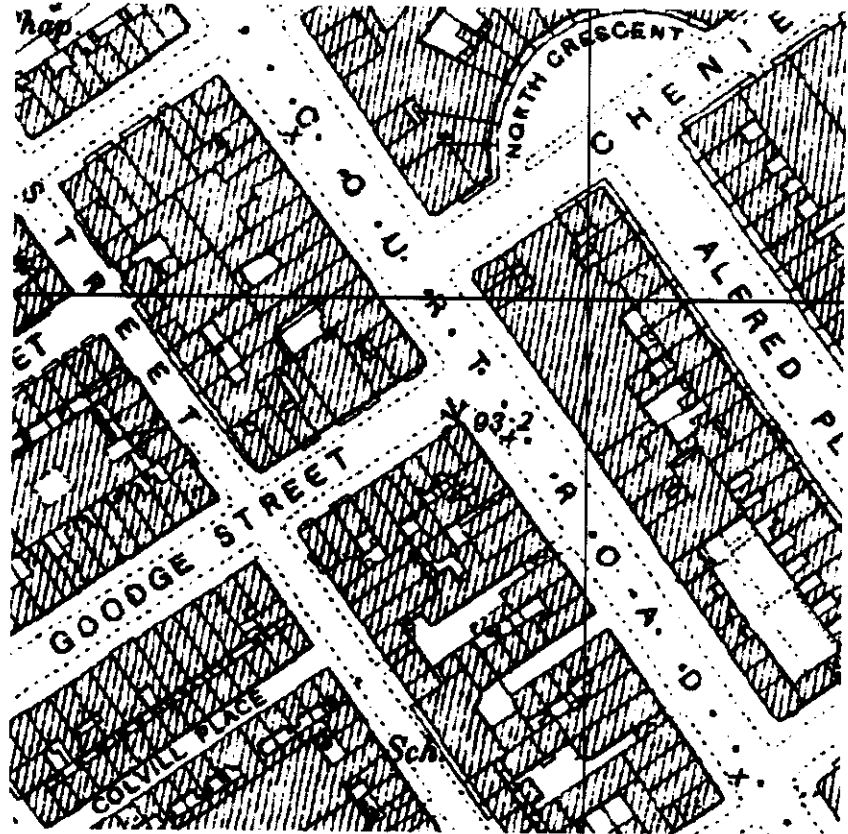
Aerial photograph (not to scale)

Appendix B: Historic maps

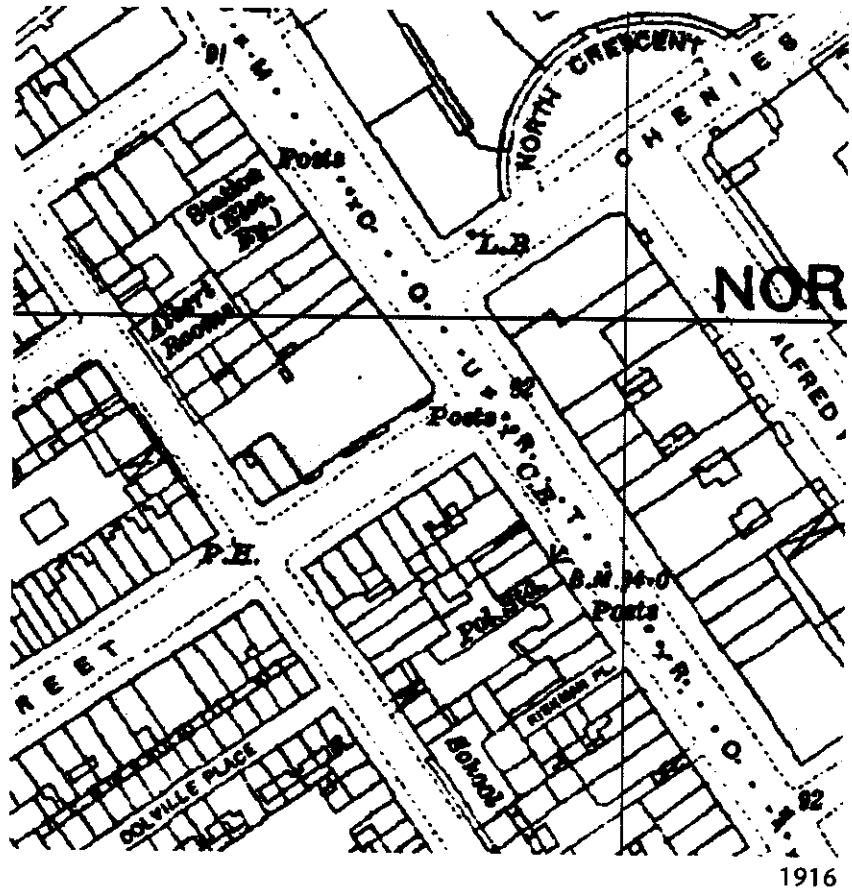
Not to scale

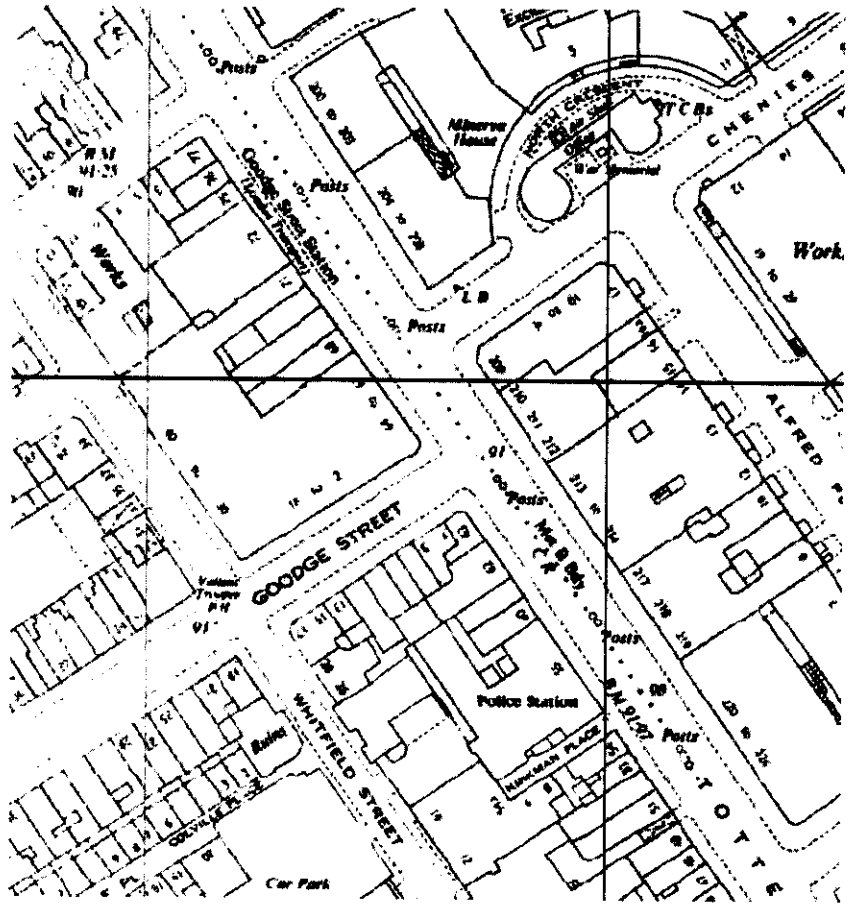


1875-76



1896





1958-66