

Existing Building Photographs

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THE WELLCOME RESEARCH INSTITUTION
FOUNDED BY HENRY S. WELLCOME LL.D. F.S.A.

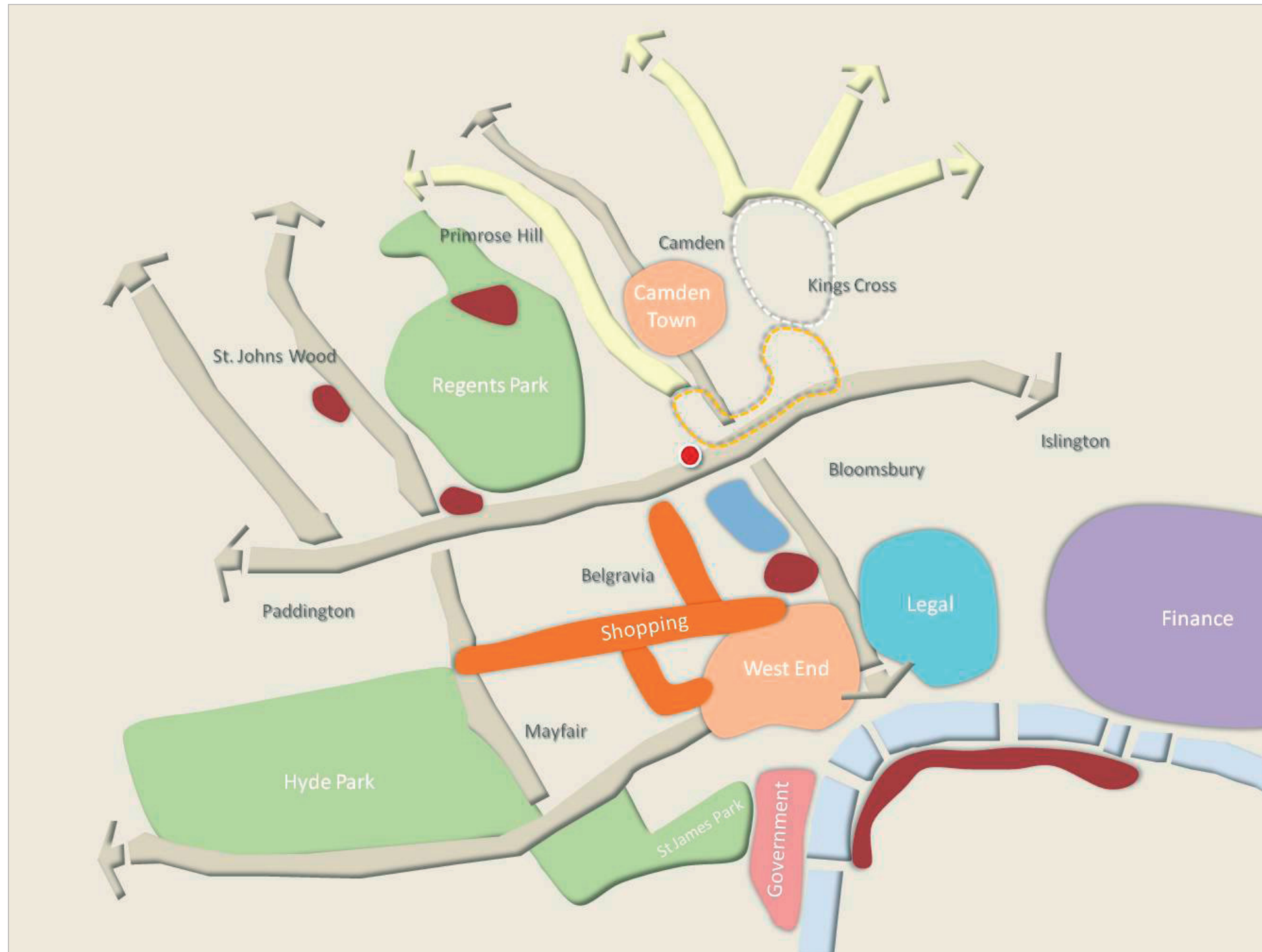
THIS STONE WAS LAID ON
NOVEMBER 25TH 1931 BY
LORD MOYNIHAN OF LEEDS
KCMG. CB. MS. LL.D. PRESIDENT OF THE
ROYAL COLLEGE OF SURGEONS OF ENGLAND

SEPTIMUS WARWICK
FRIBA. ARCHITECT
THE WELLCOME FOUNDATION LIMITED

BUILT BY TROLLOPE
AND COLLS LTD FOR
THE WELLCOME FOUNDATION LIMITED



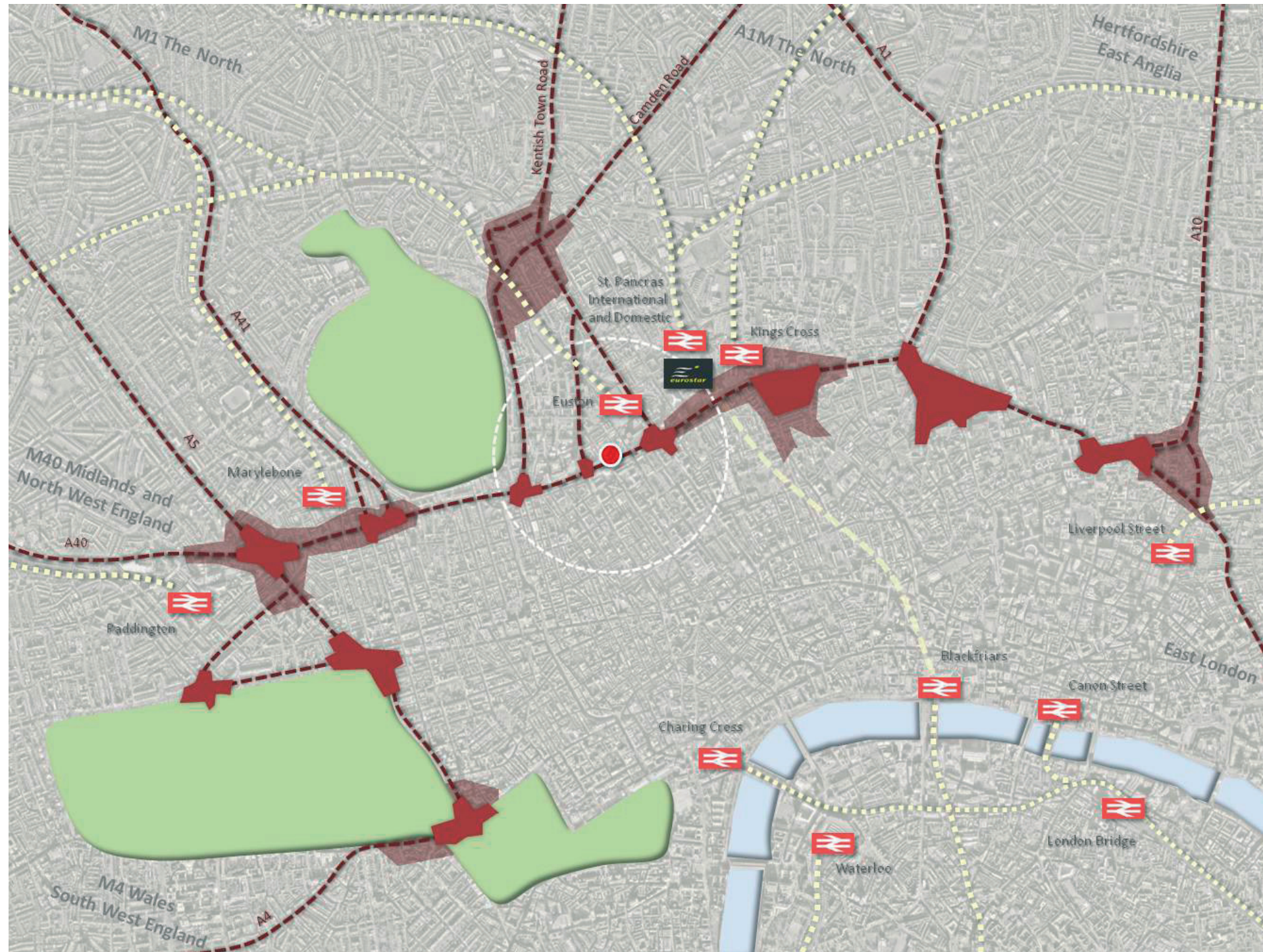
Character Areas



- The site is within an urban, mixed use area in central London on a major movement corridor with easy access to a variety of other Central London districts
- Euston Road forms an edge of larger footprint built forms that gradually give way to a finer grain mixed area, to the north which becomes progressively more residential beyond and towards Camden Town
- Busy transport uses dominate Euston Road. These form significant landmarks that generate a great deal of pedestrian and vehicle activity
- To the south is a significant cluster of academic institutions forming the main focus for the University of London. This is a vibrant area, though in contrast to the Euston Road, the streets and open spaces are calmer and contain areas of traffic free green space
- Beyond this, to the south and west, is the Oxford Street and Regent Street shopping area, connected to the site by another route with a strong retail content, Tottenham Court Road
- The west end of London, Westminster and the City are all close by or within a few kilometres of the site, which is well connected by good public transport links to all these areas
- Regents Park is approximately a 10 minute walk from the front of the site and is the nearest significant urban park
- Other smaller green spaces and squares are closer and together form a collection of attractive open spaces for local residents and visitors

Transport Links

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- The site is highly accessible
- Three major domestic rail and one international rail termini are within a 10 minute walk of the site
- Five London Underground Stations are within a 10 minute walk of the site. These are on six underground lines, the Hammersmith and City, Circle, Metropolitan, Northern, Piccadilly and Victoria Lines
- Euston Road is a strategically important TFL road that has good connections to north London and beyond and forms part of a loop linking East and West London
- A number of bus routes pass the site on Euston Road and the proximity of major rail termini and tube stations, means that an effective public transport interchange is on the site's doorstep
- The road network around the site is congested and a number of traffic 'hotspots' are close to the site
- The environment for pedestrians and cyclists in the immediate area of the site is therefore challenging at best and perilous at worst
- The presence of Euston Road and the rail lines creates barriers to freer pedestrian movement
- This is especially profound on Euston Road itself, preventing easy north-south movement and to the north of the site preventing east – west movement
- A detailed transport impact assessment is included within the application pack
- TFL Cycle Hire Scheme

The Site in its Context



- The street frontages to Euston Road around the site and including the site are defensive and inactive in the main, with limited entrances and exits
- London underground entrances tend to be centres for activity and livelier uses and building frontages
- The presence of Euston Station constrains movement immediately to the north of the site
- Safe crossing points to the south side of Euston Road are limited to junctions with other major roads; a common characteristic of all TFL roads
- The area of development to the north of the site, bounded by Euston Road, Melton Street, Euston Station and Hampstead Road has a quieter ambience but supports a variety of shops and services focused on the daytime office worker population and small resident population
- Tottenham Court Road is a major shopping street connecting the site to the west end shopping and entertainment and the location of a number of convenience stores
- The site forms part of a strong, continuous frontage containing buildings of varying heights. There are a number of taller, landmark buildings close by. These tend to follow the movement corridors through the area, though the BT tower building, a nationally recognisable landmark building, breaks this pattern

Education Institutions

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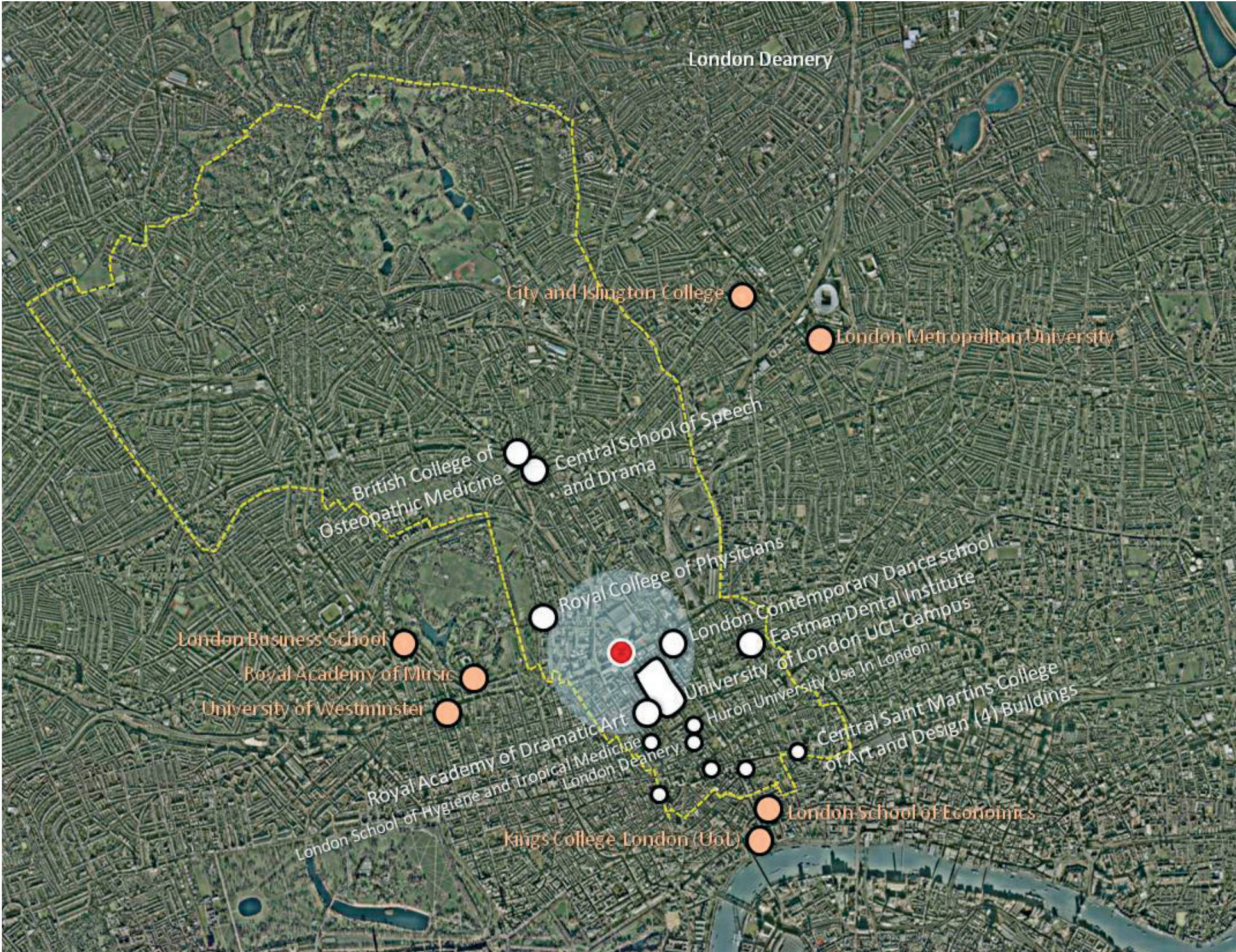


Diagram indicating educational institutions in proximity to the proposal site.

A student residential demand analysis has been prepared by King Sturge and is included within the application documents.

