

### **3.0 Site Analysis**

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### 3.1 Introduction

The following site analysis deals with the two sites (11-13 Goodge Street - the subject site and 61-63 Tottenham Court Road/1-7 Goodge Street - subject of a separate application). The proposals have been considered both as stand alone proposals and also as a potential set piece. The object of the exercise was to ensure that each proposal could be considered to enhance the character and appearance of the conservation area on its own merits but also cumulatively.





### 3.2 The Site

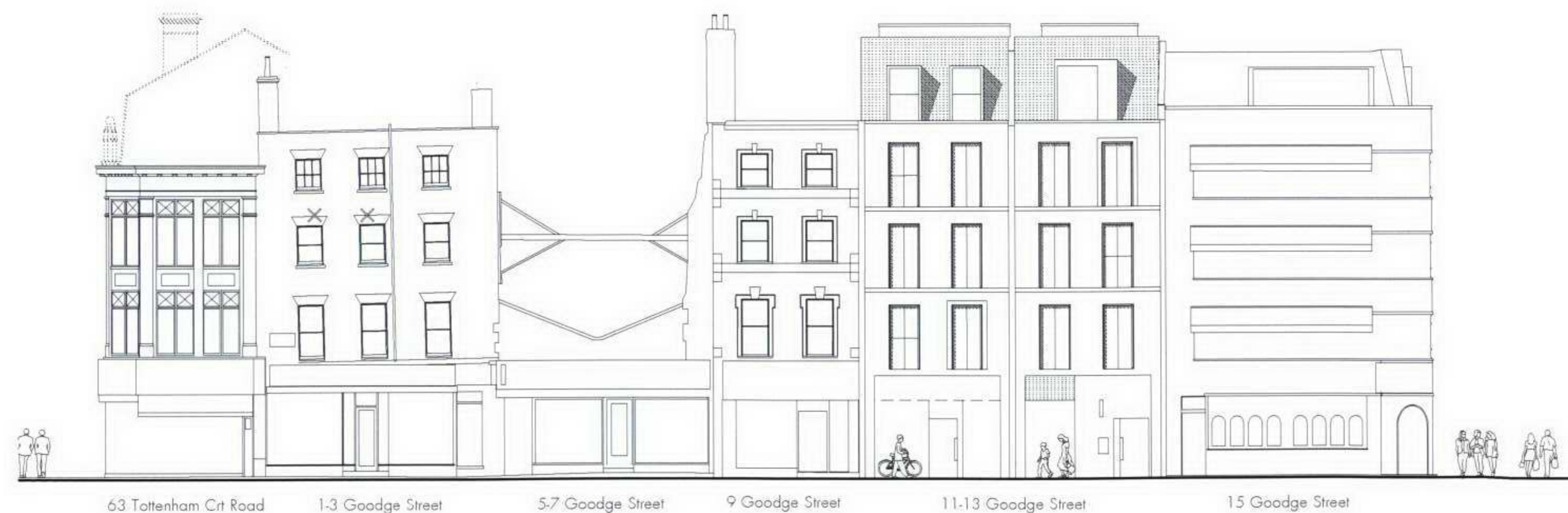
Two houses, 11 and 13, form the site in the block facing Goodge Street between Tottenham Court Road and Charlotte Street. Facing north the masonry fronted buildings have lost much of the original qualities in detail although their replacement will contribute to continuity of the street frontage.

The wider site sits on the corner of Tottenham Court Road and Goodge Street, mediating between the larger scaled buildings of Tottenham Court Road and the smaller scaled Georgian terraces prevalent in the Charlotte Street conservation area. In terms of use, Tottenham Court Road offers a predominantly retail presence on this key north-south artery with Goodge Street reducing in scale with smaller shops with residential above. The proposal acknowledges the scale, repairing the Georgian character of Goodge Street by reinstating the distinct plot widths.





Existing Goodge Street Elevation



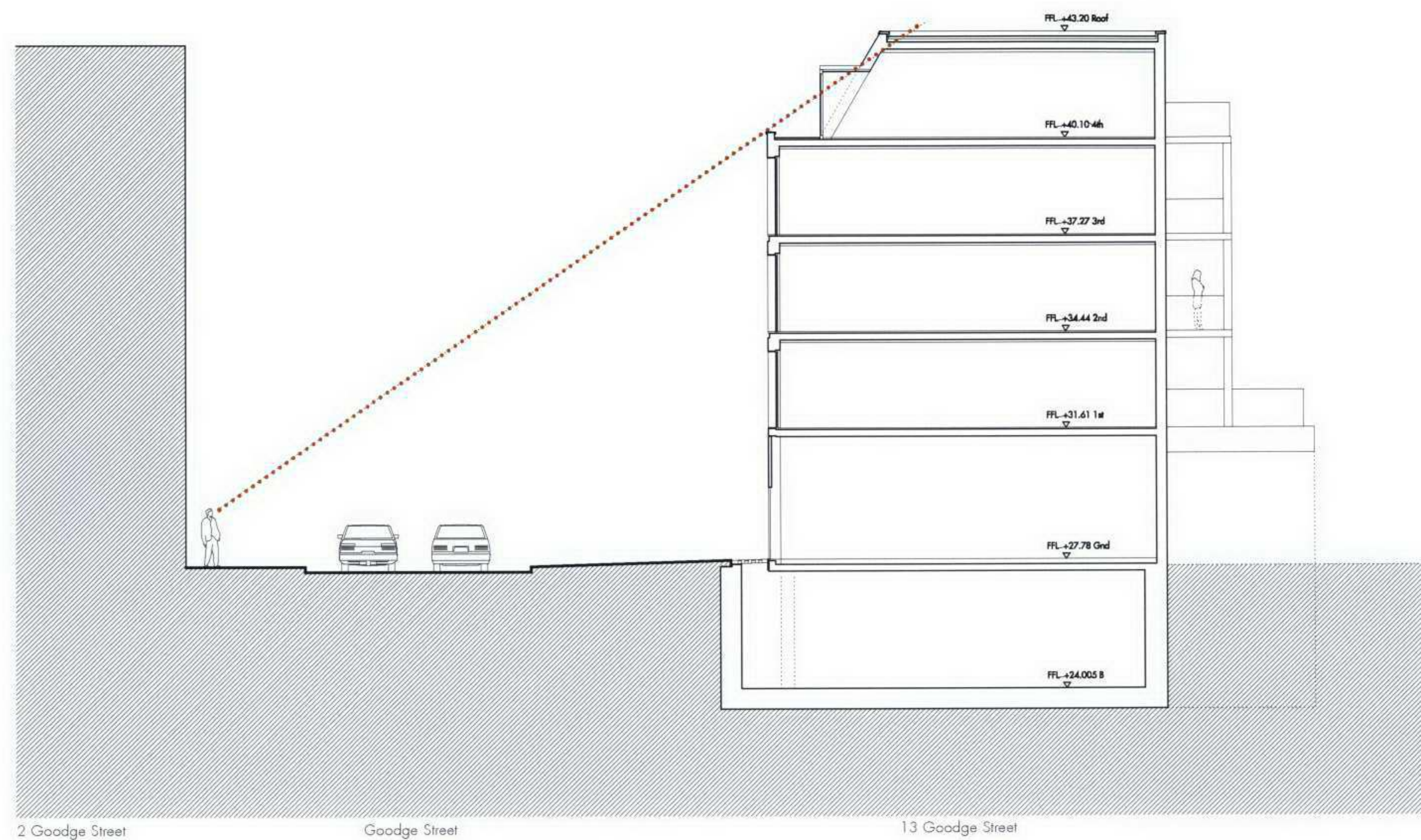
Proposed Goodge Street Elevation

### 3.3 Goodge Street Elevation

1-3 Goodge Street has been disconnected and isolated from the coherent terraces and groups of late-Georgian properties to the west that contribute to the distinctive architectural character of the conservation area. This has been caused by the complete loss of its original, late-Georgian neighbour through war-time bombing, by the much altered frontages of 11 and 13 Goodge Street through rendering and changes to the fenestration, and by the complete demolition and re-development in early 20th century and the post-war years of the corner buildings at 63 Tottenham Court Road and 15 Goodge Street. This is covered in further detail in Paul Velluet's Conservation Area/Historic Buildings Statement

The proposed development seeks to repair and re-establish the characteristic architectural coherence of this end of Goodge Street with the introduction of new buildings which respect and reflect the original plot widths of the original late-Georgian development in the area and the proportions, rhythm and reticence of the original late-Georgian architecture in the area, a key objective of Camden's design and conservation officers.





Section through 13 Goodge Street

### 3.4 Roofscape

The mansard roof has been carefully considered with the roofline set back from the parapet so that views from street level are not significantly affected at close distance. The modest scale and disposition of the dormer windows, when viewed from a distance, sits discretely within its context.