



Bloomsbury Research Institute  
15-17 Tavistock Place, WC1H 9SH

Townscape, Heritage and Visual Impact Study  
July 2015

## CONTENTS

1.0	INTRODUCTION	2
2.0	HISTORIC AND TOWNSCAPE CONTEXT	5
3.0	HERITAGE ASSETS – STATEMENTS OF SIGNIFICANCE	13
4.0	LEGISLATIVE AND PLANNING POLICY FRAMEWORK	16
5.0	ASSESSMENT OF THE SCHEME	20
6.0	CONCLUSIONS	32

## APPENDICES

1.0	Bloomsbury Conservation Area Map
2.0	Heritage Asset Map
3.0	Method Statement from Hayes Davidson

1.0 INTRODUCTION

- 1.1 This Townscape, Heritage and Visual Impact Study has been produced by Montagu Evans LLP on behalf of the London School of Hygiene and Tropical Medicine in support of the application for full planning permission relating to the proposed development at 15-17 Tavistock Place. The description of the development is:
- ‘Demolition of shed buildings to allow for the erection of a medical research laboratory and higher education facility with associated plant (D1 – Non Residential Institutions).’*
- 1.2 The development proposals seek to redevelop part of the site to the rear of the building at 15-17 Tavistock Place to provide a high specification research facility to further the study of tropical medicine within the Mayor’s MedCity Enterprise Zone. The application site, indicated by the redline boundary in figure 1, comprises different buildings in occupation by the London School of Hygiene and Tropical Medicine which currently functions on the site. The application site is located in the centre of a city block and is enclosed entirely by existing buildings and structures in a variety of uses which include a public house, residential dwelling, hotels and education.
- 1.3 The buildings contained within the application site consist of the existing building of the School of Hygiene and Tropical Medicine at 15-17 Tavistock Place (c. 1904), and to the rear of this property, a former depot building and storage sheds, formerly in use by the Dairy Express and later, the British Transport Police, as well as garages, ancillary structures, and an open courtyard space. The history of the site and the structures and buildings contained upon it is set out at section 2 of this report.
- 1.4 The application site does not contain any statutorily listed buildings but lies within the immediate setting of the Grade II listed buildings at Cartwright Gardens, which are located to the north of the site as shown in Figure 5. Listed buildings, of Grade II and Grade I status are located within the vicinity of the site, but due to the enclosed nature of the site, the site is not seen or experienced from these listed buildings. This is assessed in greater detail in Section 3 of this report.
- 1.5 The site is located in the Bloomsbury Conservation Area which was first designated in 1968 and is the subject of an Appraisal which was adopted in April 2011. The Conservation Area is divided into 14 sub areas and the application site lies within sub area 13. The building at 15-17 Tavistock Place is identified within the Conservation Area Appraisal as making a positive contribution to the Conservation Area. The townscape context of the application site is necessarily defined by the character of the architecture within this sub area of the Conservation Area. This is assessed in more detail at Section 3 of this report.

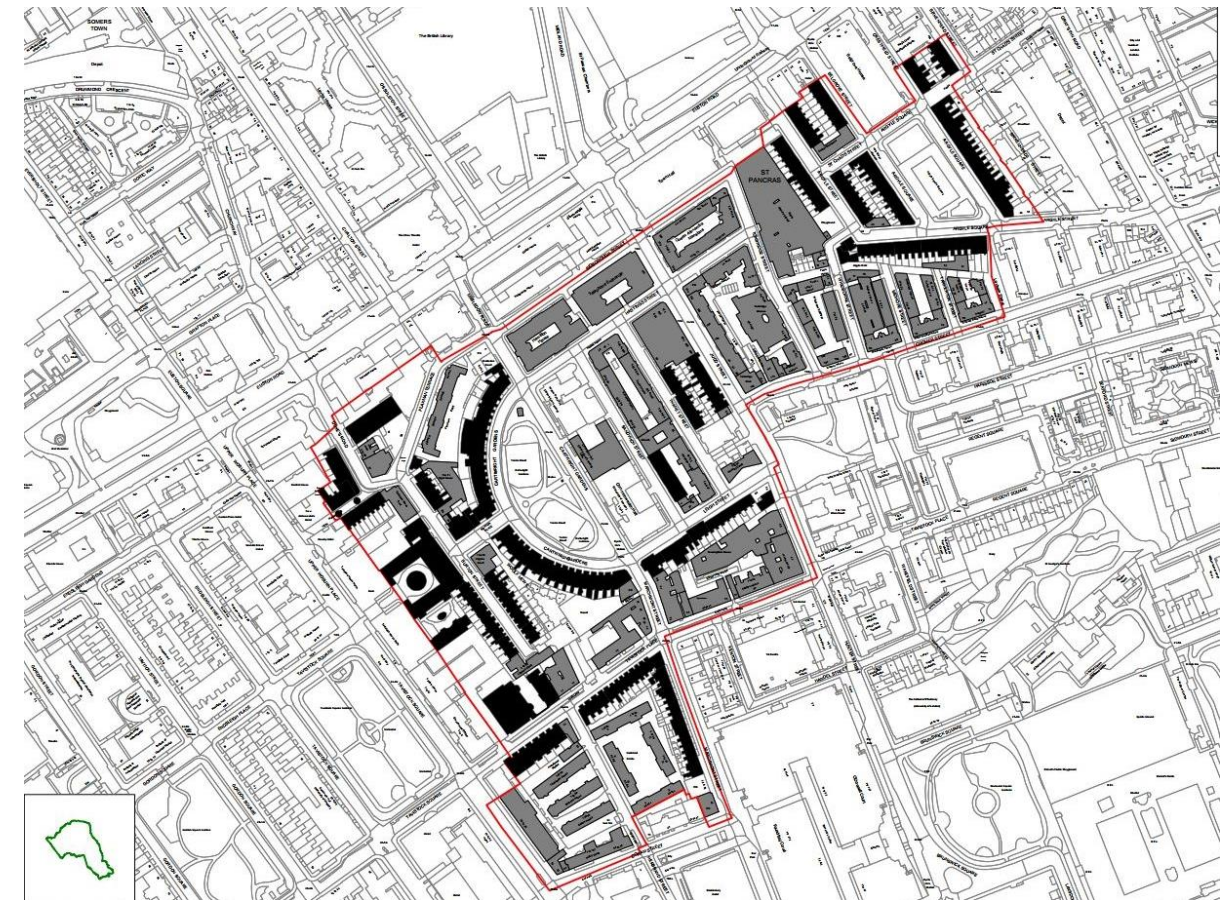


Figure 1: Nos. 15-17 Tavistock Place.



Figure 2: Aerial view of the application site (indicative boundary in red)

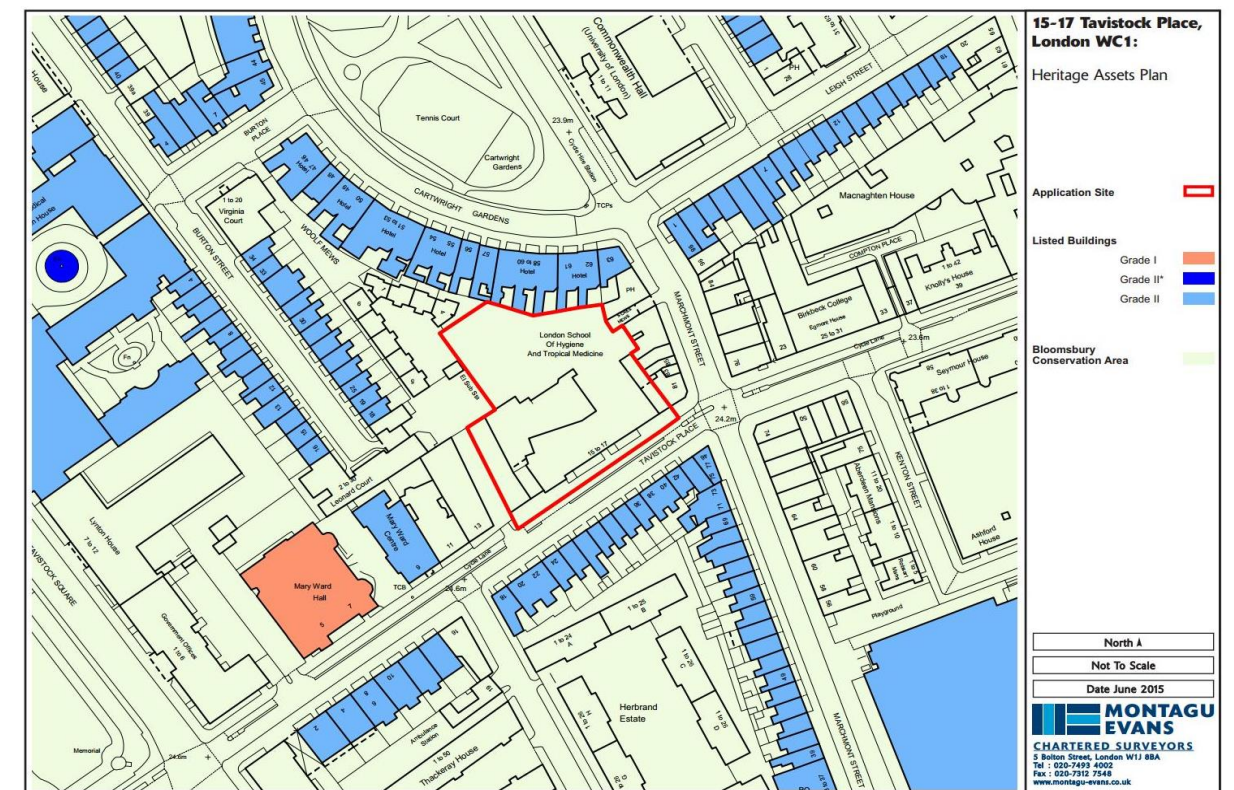




**Figure 4** Map of the sub area 13 of the Bloomsbury Conservation Area: Cartwright Gardens/Argyle Square.



**Figure 3:** View of nos. 15-17 Tavistock Place, the 'application site', looking eastwards from Tavistock Place, view of the site to the rear of 15-17 Tavistock Place to be redeveloped by the proposals.



**Figure 5** A plan of the heritage assets within the vicinity of the application site.



## Proposals

- 1.6 The application proposals seek to redevelop part of the site shown within the redline boundary to deliver the proposed new laboratory building. The positive contributor building at 15-17 Tavistock Place will be preserved as part of the proposals with only minor alterations to its external elevation to facilitate access.
- 1.7 The proposals seek to replace the existing former depot building and storage sheds, garages, ancillary structures and an open courtyard space with a new laboratory building of high quality specification to meet the needs of the School in the delivery of a new biomedical research facility in this strategic location.
- 1.8 The design of the building has been revised in response to comments offered by officers at the pre-application stage. The contemporary design and form of the building reflect its function as a technical laboratory, and utilises high quality, hard wearing materials which will contribute to its sustainability credentials. A green elevation to the north has been incorporated to enhance the appearance of the building from the rear of the listed buildings at Cartwright Crescent.

## Assessment

- 1.9 By virtue of paragraph 128 of the NPPF, applicants for development proposals which have an effect upon the historic environment are required to describe the significance of the identified assets so that the impact of the proposals may be understood. This report fulfils this requirement by providing a statement of significance of the heritage assets pertaining to the application site and within the vicinity of the site. This has considered also how the setting of listed buildings contributes to their significance.
- 1.10 With this understanding, this report provides an assessment of the impact of the proposed development on the heritage assets and the surrounding townscape. It will examine the proposed development within its urban context, including the buildings, the relationships between them, and different types of urban open spaces.
- 1.11 The baseline conditions for the assessment of the impact of the application proposals on surrounding heritage assets and the character of the townscape have been established by identifying the built heritage assets within the vicinity of the application site (see Figure 5) and immediate townscape location. This study area was established on our understanding of the scale of emerging development, and hence its area of visual effect.
- 1.12 Owing to the nature and the proposed development and the urban screening provided by the existing architectural forms, the visual envelope of the Application Site is restricted. Professional judgement has therefore been used to select those built heritage assets that are likely to experience change to their setting or significance. Those assets that are separated from the Development Site by considerable distance and existing interposing development have not been assessed as the significance of these assets is unlikely to be affected.
- 1.13 To aid an assessment of the likely effects of the proposals, five viewpoint locations were identified with officers at the London Borough of Camden. These locations are shown in the plan at Section 5. The

effects of the proposals on the heritage assets and townscape character area are considered with the views, produced as wireline verified views by Hayes Davidson, in Section 5 of this report.

- 1.14 This report includes a description of the history of the site at Section 2.0, an assessment of the significance of heritage assets at Section 3.0, including an assessment of the examination of the surrounding townscape. The Legislative and Planning Policy Context is set out at Section 4.0, which informs the subsequent assessment of the proposed scheme at Section 5.0.
- 1.15 This report should be read in conjunction with the other documents submitted with the application, in particular the Planning Statement produced by Montagu Evans LLP and the Design and Access Statement prepared by BMJ Architects.

## 2.0 HISTORIC AND TOWNSCAPE CONTEXT

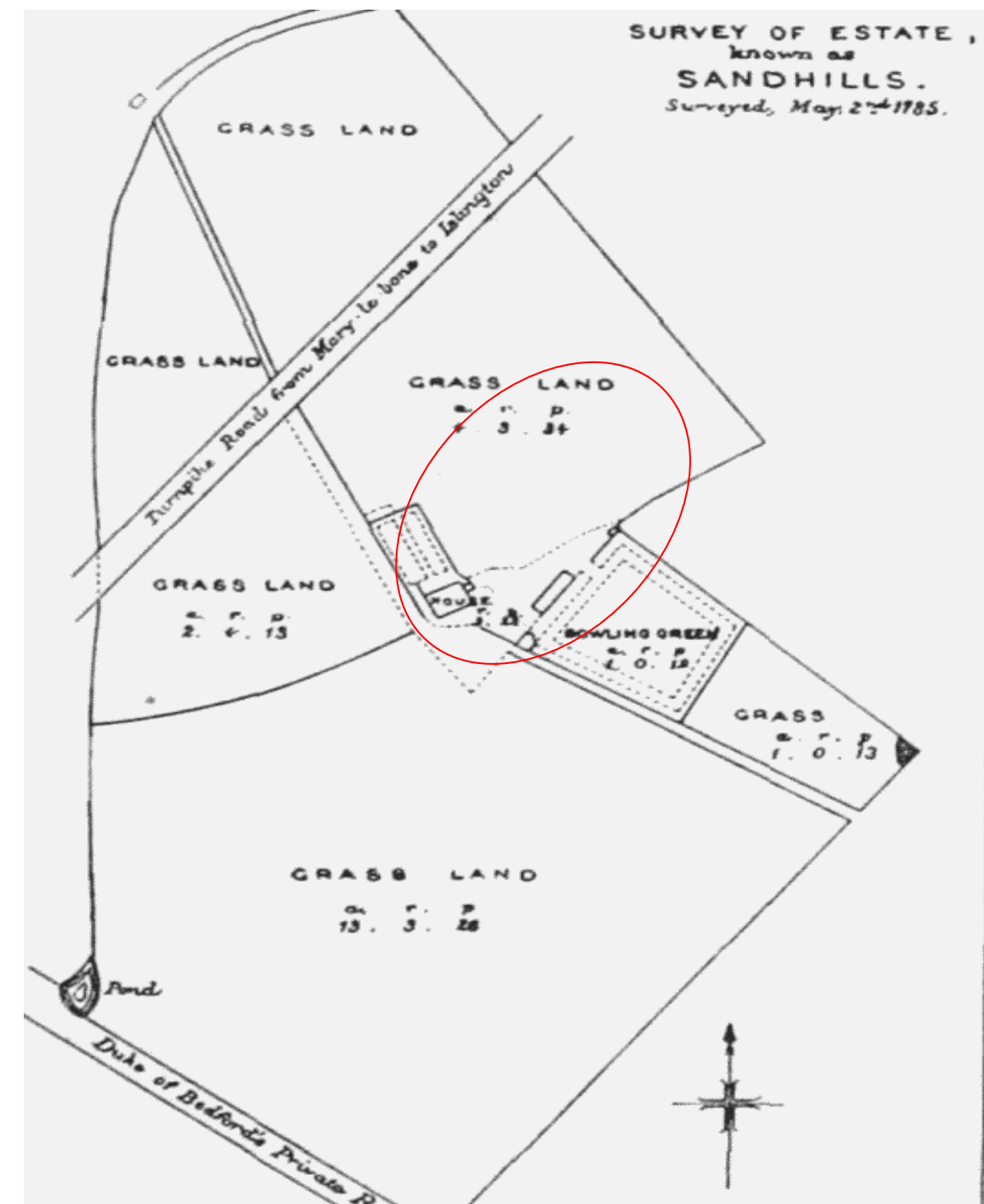
- 2.1 This section provides a description of the application site and an overview of the historic development of the surrounding area and how this has influenced the character of the townscape.
- 2.2 The section has been informed by relevant secondary source material, with reference to archival, documentary and cartographic sources where extant. This section has also been informed by Camden Council's Bloomsbury Conservation Area Appraisal and Management Strategy (2011).

### History of the area of Bloomsbury

- 2.3 The earliest architecture in the area dates from London's early expansion northwards, during Stuart times (c.1660) and which continued through the Georgian and Regency periods to around 1840. This period of expansion, which followed the Plague in 1665, replaced a series of Medieval Manors on the periphery of London and their associated agricultural and pastoral land. The first swathe of building created a mix of uses with houses, a market, commercial, cultural uses, hospitals and churches. Later expansion of the northern part of the Bloomsbury Conservation Area was focussed on providing grander residential districts for wealthy families. This was carried out speculatively by a number of builders and followed a consistent form with terraced townhouses constructed on a formal grid pattern of streets and landscaped squares.
- 2.4 The land upon which the application site is located remained as open 'grass land' until the early nineteenth century. Originally part of the Southampton Estate, it passed to the Foundling Estate through the land negotiations of Samuel Pepys Cockerell, estate architect to the Governors of the Foundling Hospital.
- 2.5 A horizontal strip of land between that of the Skinners' Company Estate to the north and the parish of St Giles to the south was to become Tavistock Place, and under Cockerell, was extended eastwards. The application site lay adjacent to 'The Skinner's Land' as labelled on an estate map laid out for the Duke of Bedford c.1800 at Figure 7. The transition from open grassland to residential development over the course of the 19th century is illustrated in Figure 8.
- 2.6 The map included at Figure 7 shows the extent of land to the south owned by the Duke of Bedford and developed by James Burton (1761-1837). In 1805 Burton obtained leases of land north and south of a street 'near' Marchmont Street, and later that year applied for ground towards its eastern end.
- 2.7 Reports from 1807 suggest that the Tavistock area had been developed by this date, with ten houses along the north side of the street completed but all with 'defects in workmanship' (Survey of London). In 1809, under Burton, residential development commenced at Skinner's Fields, and included Cartwright Gardens (formerly Burton's Gardens) and Burton Street to the west, which formed the western boundary of the estate (Figure 6).
- 2.8 The Victorian era saw the wider urban area evolve with a movement of the wealthy to newly developing urban and suburban areas to the north. New uses emerged and existing ones expanded. There was an increase in industrial uses on the eastern fringes along the Fleet Valley, the

establishment of University College, an expansion in uses including specialist hospitals around Queen Square.

- 2.9 The area around St Giles High Street had become notorious slums; this was addressed by the building of New Oxford Street, created as a new shopping and commercial area. The development of a series of railway termini along Euston Road saw an expansion in hotel developments, and office development took place throughout the area. Around the long established Inns of Court, dwellings were converted to offices for the legal profession.



**Figure 6:** Plan of the Skinner's Estate from Rivington's History of Tonbridge School, 1785 and 1895. Source: Survey of London





Figure 7: Plan for the Estate for the Duke of Bedford, c.1800. Source: British Library



Figure 8: Plan of St Giles and St George Bloomsbury for the Duke of Bedford, 1824. Source British Library



Figure 9: The application site in 1876, showing the development of the surrounding townscape and the residential character of the area.



- 2.10 By 1876 the land upon which the application site is located lay to the south of Burton Crescent and Cartwright Gardens; a highly wealthy urban location. The Ordnance Survey map for this period depicts the application site as comprising a range of residential terraces, with a mews street; Margaret Row, located to the rear. To the north, occupying land between the rear of Cartwright Crescent, Burton Street and the Tavistock Place frontage, was South Crescent Mews. The western part of the site contained the Woburn Chapel and a girls' school (no longer extant).
- 2.11 Early twentieth century developments changed the character of Tavistock Place to its current appearance, through the redevelopment of a significant number of formerly residential townhouses to institutional, religious and educational buildings.
- 2.12 In 1896 the National Institute for Social Work Training (Grade I) was constructed to the designs of Arnold Dunbar Smith (1866-1933) and Cecil Brewer (1871-1918), for the Passmore Edwards Settlement on the northern side of Tavistock Place. The adjacent Grade II listed Mary Ward Centre (formerly the School for Handicapped Children) by the same architects, had been constructed by 1903.
- 2.13 This period also saw the construction of the principal building at numbers 15-17 Tavistock Place. The buildings on the application site were constructed from 1904 onwards as the headquarters of the Express Dairy Company Ltd. The initial designs for the buildings were drawn up by architect Charles Fitzroy Doll (1850-1929) of Southampton Street, Bloomsbury.
- 2.14 Doll's initial designs for the building show a scheme with a basement and with four storeys above with a three-five-three rhythm of bays. The proposed elevation shows the shorter bays with quoining and topped with an ashlar pediment and oculi set within the pediment, and a pitched roof with inset dormers. An entrance to the courtyard to the rear of the building can be seen on the right of the façade, whilst a shop frontage was proposed to the left of the elevation. A basement level was proposed for the central aspect of the building.
- 2.15 A second set of designs by Doll also exist, showing a proposed extension to the original building to the west (Figure 10 and Figure 11) To Tavistock Place this scheme continued the rhythmic alternation between three and five bays to the west. It utilised horizontal rusticated banding, as well as the same patterns of fenestration and ornamentation as the original to present a unified façade to the street. This extension also included for a vehicular entrance to the rear of the site.
- 2.16 The current buildings at 15-17 Tavistock Place differ from those depicted on Doll's plans, although they clearly derive from the same scheme. The elevation is constructed in brick with two spans of basement and four floors above. Unlike the drawings, the elevation has an ashlar band above the second floor, and the upper floor has a straight roofline and flat wall plane, unlike the pediment or detailed roofline of the drawings. It remains unclear as to whether the buildings were executed according to a later design using a simpler architectural language, or built and amended later.
- 2.17 Behind these principal headquarters, were housed a number of ancillary structures and open courtyard spaces. The northern border of the site adjoined the southern boundary of the South Crescent Mews, which remained extant until the mid-20th century.



Figure 10: 1916 OS Map showing the layout of the buildings on the application site in the early twentieth century

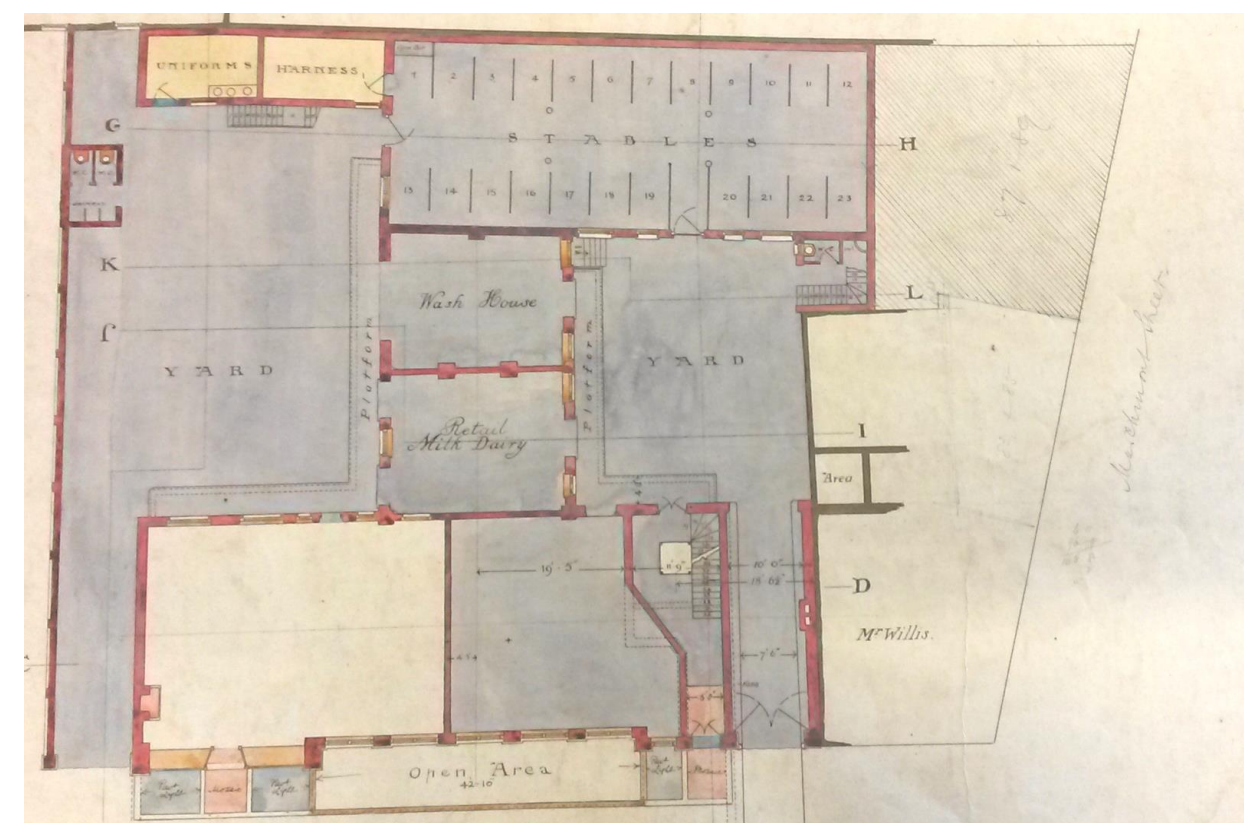


Figure 11: Ground Floor Plan of the Original Dairy Premises, London Metropolitan Archives





Figure 12: Doll's initial elevation for Nos. 15-17 Tavistock Place, 1904. Source LMA

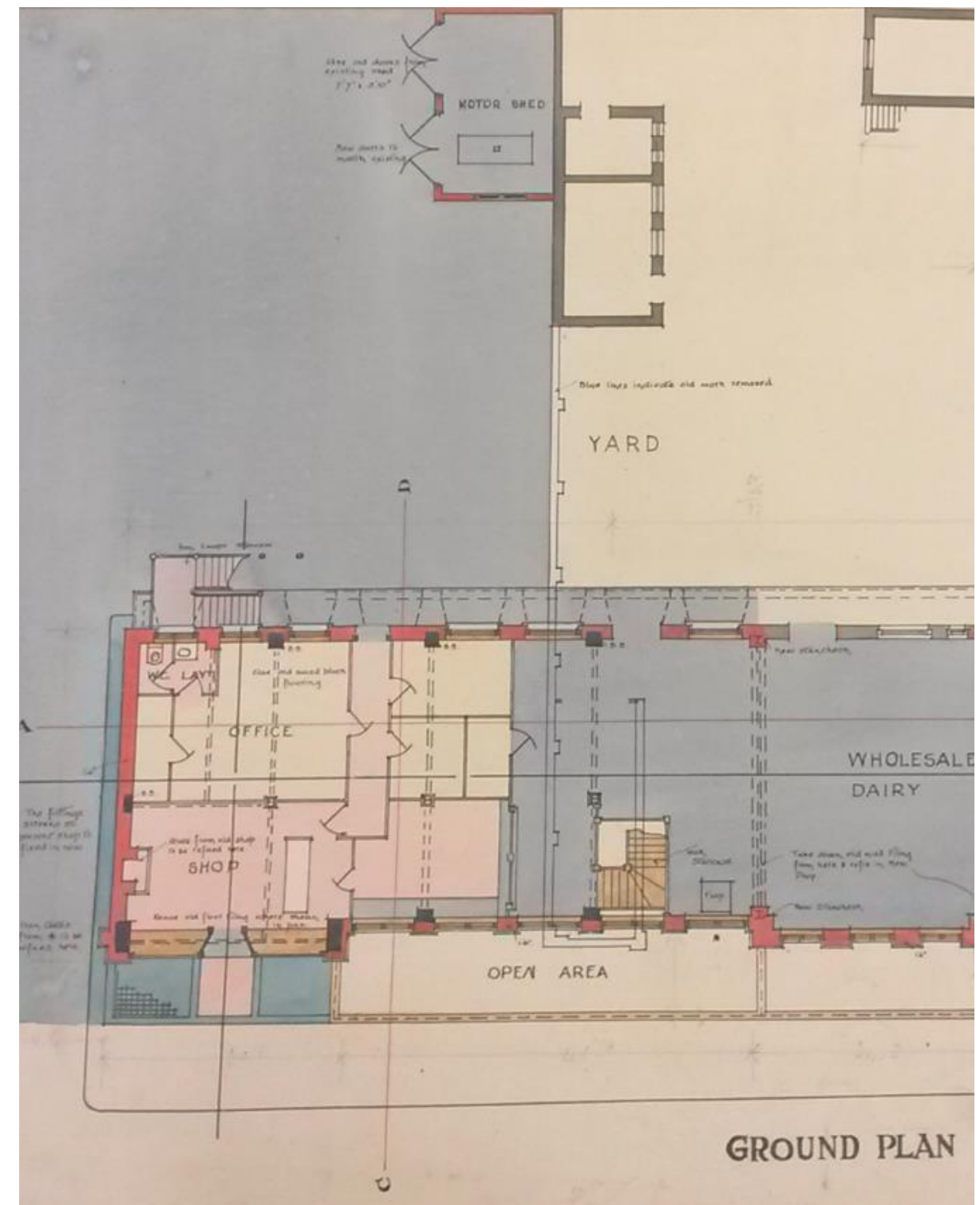
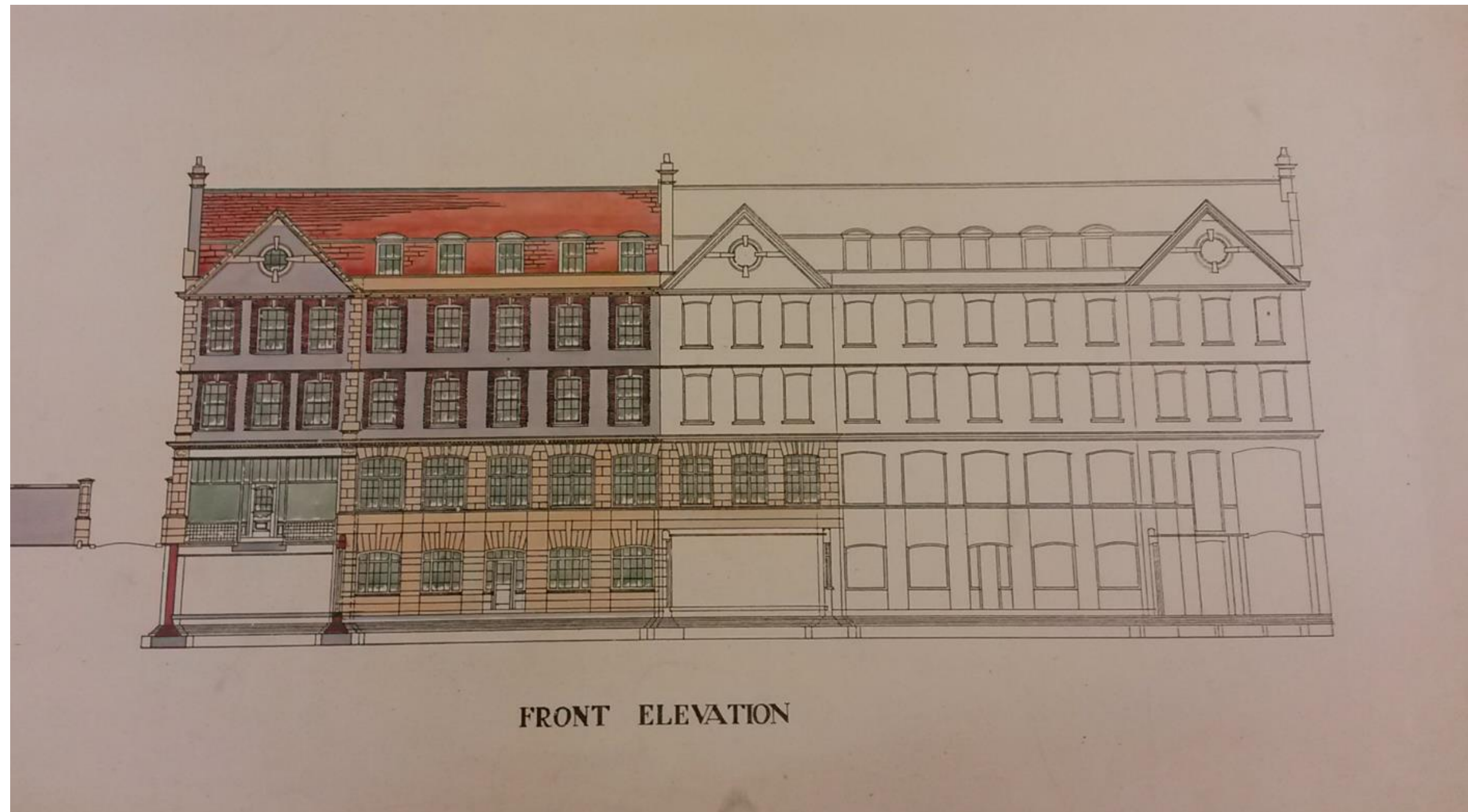


Figure 13: Ground plan of Doll's proposed extension, post 1904.





**Figure 14:** Street elevation of Doll's proposed extension. The original design is uncoloured on the right.



- 2.18 The character of the wider area changed during the twentieth century, this change and the expansion of hospital, academic and cultural uses continued, particularly around the university and hospitals. Bomb damage from World War II led to the replacement of some older housing stock with large scale new development such as the Brunswick Centre and Lasdun's Faculty of Education. More recent developments have been undertaken by the larger institutions such as the universities, the hospitals and the British Museum.
- 2.19 By 1950, the built form upon the application site had considerably altered from that seen in the previous OS map from 1915 included at **Error! Reference source not found..** Another building had been constructed to the west, with its frontage perpendicular to the road, whilst the open land which lay behind it to the east was used as a car washing facility.
- 2.20 The OS map from this period shows additional buildings to the rear of the site, on land belonging to Skinner's Estate. The map shows that South Crescent Mews had been cleared and replaced with two sets of sheds and garages: one which is labelled as a milk distribution depot and the other as a transport depot accessed directly from Tavistock Place.
- 2.21 In the later 20th century the application site became the headquarters for the British Transport Police, and continued in this use until the site was purchased by the London School of Hygiene and Tropical Medicine in 2008. The site reopened as a university complex in 2010.

#### Description of the Application Site

- 2.22 The principal façade of 15-17 Tavistock Place is of four storeys above a basement, constructed from red brick with dressed stone quoins and with regular fenestration. Although designed and possibly built in two phases, the elevation retains a uniformity in the style and materials of the timber framed sash windows, the use of high quality red brickwork. The buildings at numbers 11-15 Tavistock Place are identified within the Bloomsbury Conservation Area Appraisal as making a positive contribution to the character and appearance of the Conservation Area.
- 2.23 It is considered, from an inspection of the garages and sheds to the rear of the site, that these date from the mid twentieth century. These are unremarkable in their design, construction materials and history and do not bear a meaningful architectural relationship with other structures upon the site or the principal building at 15-17 Tavistock Place.
- 2.24 The transport depot has since been demolished and the land is now occupied by social housing. The warehouses on the site of the milk depot have no internal or original features of note and are at present vacant.
- 2.25 Since 2008 alterations have been undertaken to the rear of the principal range to facilitate the transition of the buildings to university use.



Figure 15 : OS map 1952-4 with an indicative redline showing the location of the application site.





**Figure 16:** Elevation to Tavistock Place, the London School of Hygiene and Tropical Medicine.



**Figure 17:** View of the garage structures to the rear of the application site

#### Townscape character areas

- 2.26 The Bloomsbury Conservation Area Appraisal (2011) identifies townscape character areas. The application site is located within sub area 13, *Cartwright Gardens/Argyle Square*.
- 2.27 The characteristics and interest of the sub-area 13: *Cartwright Gardens/Argyle Square* are identified as follows:
- 'The interest of this sub area derives from the formal early 19<sup>th</sup> century street pattern and layout of open spaces, and the relatively intact surviving terraces of houses. Developed mainly by James Burton, it was one of the later areas of Bloomsbury to be completed, and in its early 19<sup>th</sup> century parts retains a remarkably uniform streetscape. The mature trees to be found in the large formal gardens soften the urban area and provide a foil for the built environment in the summer months.'*
- 2.28 Earlier nineteenth century properties are generally of three or four storeys in height, with architectural details such as timber sash windows, arched doors and iron balconies, typical of the classical style. Mansion blocks and commercial buildings are larger in scale and range from four to eight storeys, whilst some later twentieth century development includes some residential towers of up to fifteen storeys.
- 2.29 The architecture in the area, and the street patterns are not, however, uniformly nineteenth century in origin. Later architecture is identified from Mabledon Place in the west to the junction of Cromer Street and Loxham Street where later residential mansion blocks were built to replace earlier terraced housing of poor quality.
- 2.30 Twentieth century buildings of larger footprints in the area include three large student residences on the east side of Cartwright Gardens.
- 2.31 Characteristic of the wider Bloomsbury Conservation Area, uses in this sub area are mixed and now include hotel, tourism, student accommodation and offices. The Appraisal highlights the fact that:

*'The original residential character of the earlier 19th century area in large part disappeared during the 20th century, due to the migration of residents to outer London suburbs. The area became dominated by a mix of hotel and bed-and-breakfast uses, student accommodation and offices. However, with the coming of the 21st century, a scattering of properties are beginning to be converted back to single family dwellings. Notwithstanding use issues, there remains a striking uniformity and sense of repetition in the townscape, with townhouses of consistent form, plot width, and architectural treatment including detailing and materials (for instance the use of London Stock brick, stucco decoration, timber joinery and slated roofs).*

*The mature trees within the open spaces (Cartwright Gardens and Argyle Square) make a welcome landscape contribution to the character and appearance of the Conservation*



*Area. The public realm contains elements of historic interest including statues within the gardens, York stone paving along Cartwright Gardens and Burton Street, and coal holes, gate posts and bollards.*

2.32 The urban context of the application site is therefore mixed in architectural character and age. Tavistock Place comprises a relatively busy thoroughfare, with a variance in building scales, uses and date. This ranges from the uniform early 19<sup>th</sup> century Burton terraces lining the south side of the street to the larger footprint institutional buildings to the north.

2.33 Within this sub areas, Tavistock Place is described as:

*“a busier, wider street that is more mixed in character with a larger proportion of buildings dating from the late 19th and early 20th centuries. The height and articulation of the early 19th century four-storey townhouses on the south side, built by Burton to his own designs is echoed in the larger scale but continuous block on the north side at No 15. Elsewhere there is a predominance of red brick and ornate detailing, as found in the larger scale mansion blocks of the later 19th century. Of special architectural interest is the former Mary Ward Settlement building, which is grade I listed. It was built as an institute in the late 1890s in an advanced Arts and Crafts manner by Alan Dunbar Smith and Cecil Brewer, and consists of three storeys with basements and attics, and a roughly symmetrical façade of red brick and rough render, with overhanging eaves, small-paned timber casement windows, and an off-centre entrance porch with a square overhanging roof.”*

2.34 15 Tavistock Place is identified within the appraisal as positive contributor to the Conservation Area, alongside elements of streetscape interest.

#### *Views*

2.35 With regards to views and vistas, it is noted within the Conservation Area Appraisal that the area:

*‘was not planned to create distinctive formal vistas to architectural set pieces such as churches, other than the view to the Foundling Hospital (demolished 1926).’*

2.36 Visual experiences of the Conservation Area therefore derive from movement between streets, squares and other spaces, and the contrast created between enclosure and open spaces. Amenity value associated with visual experience is therefore often transient and glimpsed through gaps between buildings.

2.37 Trees and green spaces make a substantial positive contribution to the character and visual experience of the Conservation Area. Other features of importance in views are those of the plainer backs of terraces where these remain intact, creating an interesting contrast with the polite and formal frontages, especially where there are set piece buildings such as The British Museum and St George’s Church in Bloomsbury Way.

2.38 There are a few notable views to landmarks within and outside the Conservation Area that assist orientation and navigation, the main ones being:

- View west along High Holborn to Commonwealth House
- Views east and west along Euston Road to St Pancras Church
- View north along Judd Street to St Pancras Station and the British Library
- Views of Senate House from Russell Square in the east and Store Street/Tottenham Court Road in the west
- Views north along Coptic Street, Museum Street and Bury Place, and east and west along Great Russell Street of the British Museum.

2.39 The view from Leigh Street to Cartwright Gardens, which looks towards the rear of the Application Site, is listed within the appraisal as a key view within the sub area.

#### **Summary- Views and townscape context**

2.40 Wider views of the buildings at the rear of the application site are not afforded from viewpoints at locations either close or far away from the site boundary. The structures on the site are obscured by the built form of interposing development. Existing views towards the site are shown at figures

2.41 These viewpoint locations show also that the application site is currently experienced within a mixed urban context, and a part of Bloomsbury that is not remarkably intact. Although the historic street pattern of this part of the conservation area is primarily retained, the site is not associated with it in any meaningful way. Its building in the early twentieth century eroded the plots of the terraces previously on the site, and the subsequent clearance of the mews buildings to the rear further diminished its association with the historic estate pattern of development.



### 3.0 HERITAGE ASSETS - STATEMENT OF SIGNIFICANCE

3.1 Paragraph 128 of the National Planning Policy Framework (NPPF) requires applicants to describe the significance of any heritage assets affected by development proposals. The level of detail should be proportionate to an asset's importance and no more than is sufficient to understand the potential impact of the proposal on its significance.

3.2 The Glossary of the NPPF (2012) defines significance as:

*'The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.'*

3.3 In forming a judgement on the contribution made by the buildings on the application site to the character and appearance of the Conservation Area, due regard has been paid to the relevant Historic England guidance provided in the recent Historic England publication, Historic Environment GPA in Planning, Note 2: *Managing Significance in Decision-Taking in the Historic Environment*. Regard has also been paid to the guidance in *Conservation Principles* (2008).

3.4 Below we consider the significance of the heritage assets which may be affected by the development proposals. These amount to:

- The significance of the Bloomsbury Conservation Area and the contribution made by the application site to its character and appearance;
- The significance of listed buildings, including an assessment of their setting

3.5 Listed buildings and the boundary of the Conservation Area are shown in the maps at Appendices 1 and 2 of this document.

#### Listed Buildings

3.6 A significant number of listed buildings are located along Tavistock Place, and to the north in Burton Crescent, the majority of which are associated with the early 19th century development of the area.

3.7 These listed buildings possess historical and aesthetic value. These are noted below and shown on the heritage designations map attached at Appendix 2.

- National Institute for Social Work Training (Grade I);
- Mary Ward Centre (Grade II) and the wall linking the properties (Grade II);
- 18-24 Tavistock Place (Grade II);
- 18,19, 25 Burton Street (Grade II);
- 26-34 Burton Street (Grade II); and
- 43-63 Cartwright Gardens and attached Railings (Grade II)

#### National Institute for Social Work Training, 5-7 Tavistock Place, Grade I

3.8 The National Institute for Social Work Training (Grade I) possesses historical value for its association with the activities of the novelist Mrs Humphrey Ward who was influenced by the charitable philosophies of TH Green. Mrs Ward established the Institute in c. 1896-8 after receiving funding from Passmore Edwards to build an accommodation block for middle class professionals in this lower class area in order to facilitate social mixing.

3.9 Formerly known as Nos 5 and 7 Mary Ward Settlement Tavistock Place, this building by Arnold Dunbar Smith (1866-1933) and Cecil Brewer (1871-1933) is located to the west of the application site, positioned on the north side of the street. The building possesses architectural interest in the exhibit of features including exposed eaves, flush casements windows with exposed boxing and a stone entrance which curves. The building shares a similar palette of materials to the other buildings in this row of properties to the east.

3.10 The building at 15-17 Tavistock Place forms part of the Institute's setting in long views from the east and west along Tavistock Place and makes a positive contribution to this setting. The buildings to the rear of the site cannot be seen from this listed building and do not contribute to the setting of this listed building.

#### Mary Ward Centre, 9 Tavistock Place, Grade II

3.11 The Mary Ward Centre, Grade II listed, is located to the west of the application site. This building, another by Dunbar Smith and Brewer is linked to the National Institute by means of a wall which is Grade II listed in its own right.

3.12 Originally constructed in 1903 as the School for Handicapped Children for the Passmore Edwards Settlement, this building is now a social centre. This is a red brick building with a slated, hipped roof and dormers. It has a rectangular plan with projecting wings constructed in a neo-Georgian style.

3.13 Tavistock Place forms an element in views of the application site from the east and makes a positive contribution to this setting when viewed looking east along Tavistock Place. The buildings to the rear of the site do not contribute to the setting of this listed building.

#### 2-14, 18-24, 24-46 Tavistock Place, Grade II

3.14 Nos. 2-14 are a terrace of seven townhouses, originally built c1801-6 by James Burton, and rebuilt with a facsimile facade c1975. These buildings are of four storeys above a basement, faced in multi-coloured stock brick with concrete sill bands at the first and second floor levels. The entrance doorways are topped with round-arched entrances with cornice-heads, radial patterned fanlights and doors are traditionally panelled.



- 3.15 Nos. 18- 46 Tavistock Place, are a grade II listed set of terraces by James Burton dating from c. 1801-7, are located on the south side of the street, directly opposite the application site.
- 3.16 Constructed in stock brick, with channelled stucco to the first floor level, the buildings conform to the prevailing building height of the street and share the palette of the surrounding properties. Nos. 44 and 46 have 20th century shopfronts, with a return at the end of the terrace to the busier Marchmont Street.
- 3.17 These terraced listed buildings form almost a continual terrace frontage on the south side of Tavistock Place. The principal elevation of the building at 15-17 Tavistock Place is located opposite these buildings and forms part of their immediate setting. The regular fenestration, use of traditional arch headed sash windows with glazing bars creates a pleasing townscape relationship between the listed building terrace and the non-listed building. The elevation of number 15-17 Tavistock Place makes a positive contribution to this setting when viewed looking east along Tavistock Place.
- 3.18 The buildings to the rear of the site are not visible from these listed buildings and do not make a contribution to their setting or significance.
- 46-63 Cartwright Gardens
- 3.19 The northern half of the application site boundary lies adjacent to the rear of properties comprising Cartwright Gardens (Nos. 46-63, listed Grade II). Designed and built by James Burton c.1089-11 as terraced townhouses, many of the properties now function as hotels.
- 3.20 Originally called Burton Crescent, the name was changed to Cartwright Gardens in 1908. The principal elevations of these listed buildings do not survive intact as a result of alterations for their use as student and hotel accommodation. The focal point of the crescent terminates in views west along Burton Place to Douglas Wood's 1950 extension to Sir Edwin Lutyens' British Medical Association building (listed grade II\*), which was built on the site of Burton's House. The large-scale red brick facades contrast with surrounding development.
- 3.21 The buildings to the rear of the application site lie within the immediate setting of the listed buildings at 57-63 Cartwright Gardens. Although the buildings do retain their rear gardens next to the closet wings, which in most cases have been extended by large extents, the original setting of these listed buildings has been heavily compromised by the loss of the South Crescent Mews street and its replacement with the industrial warehouses and garages of the application site and the social housing along Woolf Mews.

#### **Bloomsbury Conservation Area – Summary of special interest**

- 3.22 The adopted Conservation Area Appraisal (2011) gives an overview of the special character and appearance of the Conservation Area. The Conservation Area Boundary is shown at Appendix 1.
- 3.23 The Conservation Area was first designated in 1968. The extent of the Conservation Area stretches from its southern boundary around 750 metres north of the River Thames. It covers an area of

approximately 160 hectares which extends from Lincoln's Inn Fields and High Holborn to Euston Road and from King's Cross Road to Tottenham Court Road.

- 3.24 The Conservation Area was designated to protect elements of the Georgian townscape and at the time of its initial designation excluded many areas of post 18th century redevelopment, although subsequent extensions have incorporated greater areas of the Victorian, Edwardian and twentieth century townscape.
- 3.25 The Conservation Area is described within the appraisal as an internationally significant example of town planning, which retains original street layouts. Whilst residential uses have been eroded in many places by the conversion of former townhouses to offices and hotels, the Appraisal document identifies other original uses that have survived and help to maintain the area's distinctive and culturally rich character. The most notable of these include hospitals, university and academic uses, cultural institutions such as museums, legal uses, which were established in the nineteenth century.
- 3.26 This mixture of earlier buildings set with the historic grain of street grids squares, and areas where larger buildings of institutional uses, gives the townscape a particular quality, and creates distinctive character areas. These townscape areas are identified in the appraisal and sub area 13 has been discussed above in section 2.

#### **Contribution of the Application Site to the character and appearance of the Bloomsbury Conservation Area**

- 3.27 The application site comprises two distinct elements: the principal façade building to 15-17 Tavistock Place, considered to be a positive contributor to the Conservation Area, and the industrial workshop complex to the rear. For completeness we assess the contribution the site as a whole makes to special interest of the Conservation Area, but we note that the proposed development will affect only the latter part of the complex, and this will form the focus of the proposals assessment section at 4.0.
- 3.28 The façade building was designed by Charles Fitzroy Doll, an architect of the Victorian and Edwardian eras with a specialism in hotel design. His other architectural commissions in Bloomsbury included the Hotel Russel, and the now-demolished Imperial Hotel in Russel Square. Nos. 15-17 Tavistock Place were at least partially constructed to Doll's designs, although the reason for the discrepancy between drawing and extant structure is unclear.
- 3.29 The façade building is identified within the Bloomsbury Conservation Area Appraisal as a positive contributor to the area. The site's elevation to Tavistock Place is consistent with the scale and character of the heritage assets within the immediate vicinity, and sits comfortably within the prevailing scale of the street. The building is not of landmark quality, albeit through the use of a limited palette of brick and dressed stone with white timber windows, the building contributes to the prevailing character of the existing streetscape.
- 3.30 It is our assessment that the principal elevation of this building makes a positive contribution to the setting of the surrounding designated heritage assets. It also provides an effective screen for views of the built form to the rear, which currently consists of low-rise industrial workshops of large footprint



which extend to the rear garden boundaries of the listed crescent properties to the north. The stark, uncompromising appearance of these workshops reflects the former industrial nature of the site.

- 3.31 It has already been identified that the original setting of the listed buildings at Cartwright Gardens has been eroded through the redevelopment of the original mews properties in part for housing at Woolf Mews and also in the redevelopment of this site for its former industrial use.
- 3.32 The existing buildings on the rear part of the application site do not make a positive contribution to the setting of the listed buildings at 57-63 Cartwright Gardens. The contribution made by these buildings and structures is considered to be neutral. Additionally the townscape setting of this complex is highly enclosed. Interposing development screens it on all sides, and it therefore cannot be seen from within publicly accessible spaces within the conservation area.
- 3.33 The workshop complex is unattractive and represents an opportunity for enhancement.
- 3.34 The application site retains significance for the aesthetic and architectural value of the principal elevation of 15-17 Tavistock Place, and some historical value for its association with hotel architect Charles Fitzroy Doll. This element of the application site contributes to the setting of listed buildings within the vicinity of the site. However the industrial workshop buildings to the rear make a neutral contribution to both the setting of the crescent buildings and the character and appearance of the Conservation Area.



#### 4.0 LEGISLATIVE AND PLANNING POLICY FRAMEWORK

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications must be determined in accordance with the adopted Statutory Development Plan unless material considerations indicate otherwise.
- 4.2 For the purposes of these applications for Planning Permission and Listed Building Consent in the London Borough of Camden, the currently adopted Statutory Development Plan is formed from the following documents:
- The London Plan (consolidated with alterations) 2015;
  - London Borough of Camden Core Strategy (2010);
  - London Borough of Camden Development Management Policies (2010).
  - The Proposals Map (2010)
- Planning (Listed Buildings and Conservation Areas) Act 1990**
- 4.3 The relevant legislation in this case extends from Section 66 (1) (for planning permission when required) of the 1990 Act, which states that when determining applications, the local planning authority or the Secretary of State, ‘*shall have special regard to the desirability of preserving the building or its setting of any features of special architectural or historic interest which it possesses.*’
- 4.4 Relevant sections also include Sections 72 (1) (General duty as respects conservation areas in exercise of planning functions) of the 1990 Act. This section of the Act requires that, in the exercise of all planning functions, special attention be paid to the desirability of preserving or enhancing the character or appearance of the area.
- 4.5 Recent decisions in the Courts provide salient case law on decisions relating to applications which have an impact upon the significance of designated heritage assets, in particular, listed buildings. The case of Barnwell vs East Northamptonshire [2014] emphasised the duty incumbent on decision makers to demonstrate that they have attached considerable weight or importance to the desirability of preserving the significance of the listed building in accordance with the statutory provisions at Section 66 of the Act.
- 4.6 These duties require the decision maker to attach weight to both the harmful impacts and the benefits of a development, which is consistent with the approach set out in paragraph 132 of the NPPF. We therefore invite the decision maker to make a balanced judgement based on the comprehensive information set out within the application submission and taking into account the relevant material considerations.

##### Statutory Development Plan

##### **London Plan (Consolidated with Alterations since 2011)**

- 4.7 The London Plan was published in July 2011. On 10 March 2015 the Mayor adopted the Further Alterations to the London Plan in a consolidated version that incorporates the previous Revised Early Minor Alterations published in October 2013.
- 4.8 Policies of the London Plan set out broad objectives for proposals which engage design and heritage considerations. A summary of the main Policies to consider with respect to this application is set out below.
- 4.9 Policy 7.4 is concerned with local character and states that development ‘*should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings.*’
- 4.10 Section B states that ‘Buildings, streets and open spaces should provide a high quality design response that:
- a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass;*
  - b) contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area;*
  - c) is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings*
  - d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area*
  - e) is informed by the surrounding historic environment.*
- 4.11 Policy 7.5 requires new development to make the public realm comprehensible at a human scale, with the use of design features to encourage ease of way winding.
- 4.12 The approach to architecture is discussed in policy 7.6. Section B of the policy includes a number of criteria that require development to make a positive contribution to the public realm, streetscape and wider cityscape, and to take references from the form, mass and orientation of the existing built environment. These are addressed in more detail in the assessment section of this report.
- 4.13 With regards to developments which affect heritage assets, Policy 7.8 (Heritage Assets and Archaeology) advises that development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

##### **London Borough of Camden Core Strategy (2010)**

- 4.14 The local Statutory Development Plan documents in the London Borough of Camden consists of the Core Strategy (2010) and the Development Management policies (2010).
- 4.15 The relevant policies contained within the Core Strategy include CS14 (Promoting high quality places and conserving our heritage). This policy sets out broad objectives for development to ensure that Camden’s places and buildings are attractive, safe and easy to use. This is to be achieved through a



high standard of design that respects local context and character and by preserving and enhancing Camden's heritage assets and their settings, including conservation areas and listed buildings.

**London Borough of Camden Development Management Policies (2010)**

4.16 Policy DP24 (Securing high quality design) states that: The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) character, setting, context and the form and scale of neighbouring buildings;*
- b) the character and proportions of the existing building, where alterations and extensions are proposed;*
- c) the quality of materials to be used;*
- d) the provision of visually interesting frontages at street level;*
- e) the appropriate location for building services equipment;*
- f) existing natural features, such as topography and trees;*
- g) the provision of appropriate hard and soft landscaping including boundary treatments;*
- h) the provision of appropriate amenity space; and*
- i) accessibility.*

4.17 Policy DP25 (Conserving Camden's heritage) is divided into sections to address different types of heritage assets.

4.18 With regards to Conservation Areas, the policy states that '*In order to maintain the character of Camden's conservation areas, the Council will:*

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;*
- c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;*
- d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and*
- e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage.*

4.19 With regards to listed buildings, it is stated that 'To preserve or enhance the borough's listed buildings, the Council will:

- e) prevent the total or substantial demolition of a listed building unless exceptional circumstances are shown that outweigh the case for retention;*

- f) only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building; and*
  - g) not permit development that it considers would cause harm to the setting of a listed building.*
- Archaeology The Council will protect remains of archaeological importance by ensuring acceptable measures are taken to preserve them and their setting, including physical preservation, where appropriate. Other heritage assets The Council will seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares*

**Emerging Policy- LBC Local Plan 2015-2031 Consultation version**

- 4.20 Consultation recently ended on the draft Camden Local Plan (2015). When adopted, the Local Plan will replace the current Development Plan documents of the Core Strategy and the Development Policies as the basis for making planning decisions in the Borough.
- 4.21 The policies relevant to these applications are contained in the section entitled 'Design and Heritage.' Policy D1 (Design) requires development to be of the highest architectural and urban design quality which improves the function, appearance, and character of the area.
- 4.22 Policy D2 (Heritage) is another broad policy which states the Council's commitment to the preservation and, where appropriate, enhancement of the Borough's heritage assets and their settings.
- 4.23 Having been through only one round of public consultation, this document carries only limited weight in the decision making process.

**National Planning Policy Framework (NPPF) 2012**

- 4.24 The National Planning Policy Framework (the NPPF) was published on 27 March 2012 and supersedes previous national planning guidance contained in various Planning Policy Guidance and Planning Policy Statements. The NPPF sets out the Government's approach to planning matters, and is a material consideration in the determination of planning applications.
- 4.25 At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through decision-taking (paragraph 14). Detailed Government policy on 'Requiring Good Design' is provided in chapter 7, Paragraphs 56-68 of the NPPF. In providing general guidance for sustainable development, it is stated under paragraph 56 that: '*good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.*'
- 4.26 The NPPF requires that Planning policies and decisions should aim to ensure that developments achieve the following factors, all of which have been addressed by the proposed scheme:
  - *will function well and add to the overall quality of the area throughout the lifetime of the development;*
  - *establish a strong sense of place and attractive and comfortable places to live, work and visit;*
  - *optimise the potential of the site to accommodate development;*



- respond to local character and history and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;
  - create safe and accessible environments;
  - are visually attractive as a result of good architecture and appropriate landscaping.'
- 4.27 Detailed Government policy on Planning and the Historic Environment is provided in Paragraphs 126 – 141 of the NPPF. Under this guidance, the Bloomsbury Conservation Area and the listed buildings identified within the vicinity of the site are 'designated heritage assets'.
- 4.28 NPPF Paragraph 128 requires applicants to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting. An assessment of the special interest and significance of the heritage assets affected by the application proposals is set out in Section 3 of this report.
- 4.29 Under NPPF Paragraph 129 local planning authorities are advised to identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.
- 4.30 The historical information set out in this report and its appendices provide such an understanding, proportionate to the significance of the asset and the impact of the proposals.
- 4.31 NPPF Paragraph 131 states that in determining planning applications, local planning authorities should take account of:
- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
  - The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
  - The desirability of new development making a positive contribution to local character and distinctiveness.
- 4.32 'Conservation' is defined in the NPPF Annex 2: Glossary as *'The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.'*
- 4.33 NPPF Paragraph 132 notes that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be.
- 4.34 Paragraphs 133 and 134 are relevant to consider when the decision making authority find harm arising from development proposals. Paragraph 134 of the NPPF states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.
- 4.35 Paragraph 135 of the NPPF states that *'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.'*
- 4.36 Paragraph 137 of the NPPF states that *'Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution or to better reveal the significance of the asset should be treated favourably.'*
- 4.37 Paragraph 138 states that 'Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance.
- 4.38 The NPPF is supported by the **National Planning Policy Guidance ("NPPG")** which was published on 6 March 2014 as a web-based resource.
- 4.39 Paragraph: 009 (Reference ID: 18a-009-20140306) addresses the importance of understanding 'significance' in decision-taking.
- 4.40 Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals.
- 4.41 Paragraph: 013 (Reference ID: 18a-013-20140306) of the guidance addresses the setting of heritage assets. The guidance states that *'a thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.'*
- 4.42 Paragraph: 020 (Reference ID: 18a-020-20140306) of the NPPG relates to public benefits delivered by development proposals. The guidance states that:
- 'Public benefits may follow from many developments and could be anything that delivers economic, social or environmental progress as described in the National Planning Policy Framework (Paragraph 7). Public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and should not just be a private benefit. However, benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.'*



**Salient Planning Guidance Documents- National and Local**

**Historic England Good Practice Advice in Planning (GPA) (2015)**

- 4.43 In April 2015, Historic England issued new guidance in line with the NPPF which provides advice to owners, developers, applicants and local planning authorities on development which has an effect on the historic environment.
- 4.44 Three Good Practice Advice Notes (GPA) were produced. GPA 2 (Making Significance in Decision-Taking in the Historic Environment) and Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2015), which replaced the Setting of Heritage Assets (2011), are relevant in considering this application.

**Bloomsbury Conservation Area Appraisal and Management Strategy (2011)**

- 4.45 The Bloomsbury Conservation Area was first designated in 1968 and has been the subject of an appraisal adopted in 1998. The current Appraisal and Management Strategy was adopted in April 2011 in order to provide a clear indication of the Council's approach to the preservation and enhancement of the Conservation Area. The appraisal is for the use of local residents, community groups, businesses, property owners, architects and developers and is an aid to the formulation and design of development proposals and change.

## 5.0 ASSESSMENT OF THE SCHEME

5.1 This section assesses the impact of the proposals on the character of the townscape area and the significance of the heritage assets which have been identified and assessed in Section 3.

### *The proposals*

5.2 The application proposals seek to redevelop the rear part of the site shown within the redline boundary to deliver a new laboratory building for the further of medical research as part of the London School of Hygiene and Tropical Medicine. The positive contributor building at 15-17 Tavistock Place will be preserved as part of the proposals with only minor alterations to its external elevation to enable the existing access points and entrance passageways to be used by the LSHTM.

5.3 The proposals seek to replace the existing former depot building and storage sheds, garages, ancillary structures and an open courtyard space with a new laboratory building of high quality specification to meet the needs of the School in the delivery of a new biomedical research facility in this strategic location.

5.4 The design of the building has been revised in response to comments offered by officers at the pre-application stage. The contemporary design and form of the building reflect its function as a technical laboratory, and utilises high quality, hard wearing materials which will contribute to its sustainability credentials. A green elevation to the north has been incorporated to enhance the appearance of the building from the rear of the listed buildings at Cartwright Gardens.

### *Methodology*

5.5 The assessment presented in this section has been informed by the drawings and Design and Access prepared by BMJ Architects and with the aid of a set of five verified views produced by Hayes Davidson.

5.6 Reference has been made to the set of Accurate Visual Representations (AVRs) produced by Hayes Davidson to demonstrate the effects of the development upon the existing townscape and the significance of the designated heritage assets.

5.7 The locations of the viewpoints were chosen with input from officers at the London Borough of Camden and are shown in the viewpoint location plan on the following page. The methodology for the production of the AVRs is set out in the Methodology and Supporting Statement by Hayes Davidson and included at Appendix 3 of this Statement.

5.8 Our assessment of the effect of the scheme focuses on the settings of listed buildings identified within the vicinity of the site, the character and appearance of the Bloomsbury Conservation Area and the character of the townscape. The salient characteristics of the proposals have been taken into consideration as follows:

- The scale, height, bulk of the new building;
- The location, orientation of the built form;

- The detailed design, to include:

- The roof form;
- The fenestration detail; size, shape of opening
- The range and combination of materials
- The quality of materials
- The use of greening

### *Assessment context*

5.9 The analysis presented in Sections 2 and 3 of this report, and the accompanying photographs, has demonstrated that the built context of the site varies in character, scale and age when experienced from different locations either on Tavistock Place or from streets within the vicinity of the site.

5.10 This statement has also appraised the contribution made the buildings on the application site to the setting of listed buildings, the character and appearance of the Bloomsbury Conservation Area and the character of the townscape. Our own assessment has led us to agree with that of the Council in identifying the principal elevation of the building at 15-17 Tavistock Place as making a positive contribution to the Conservation Area. The buildings to the rear; consisting of the former depot building and warehouse sheds arranged around a section of redundant land do not, however, make a positive contribution by virtue of their age, materials, lack of design merit and haphazard arrangement.

5.11 The settings to the rear of the listed buildings within the immediate vicinity of the site on Cartwright Gardens have undergone significant change in the latter half of the twentieth century. The most substantial change occurred when the original mews properties were replaced with new housing and the buildings serving the light industrial uses on the application site. The current buildings on the site detract from the setting of the listed buildings.

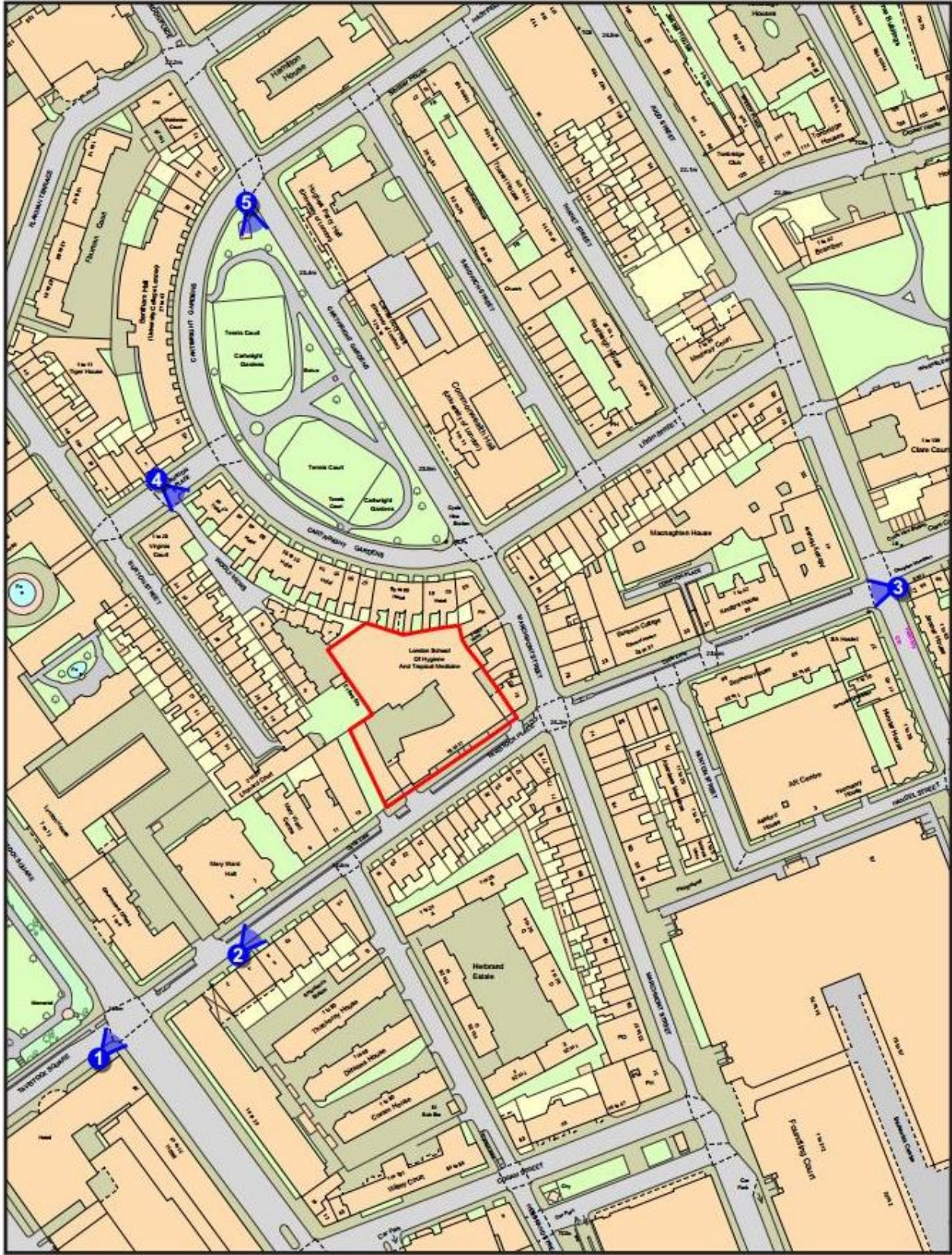
5.12 Our assessment has shown also that the buildings to the rear of the site are not readily viewed from public vantage points. The site predominantly enclosed by built form which is, in most places, is of a tight urban grain and consist of buildings which are, in general, above four storeys in height.

5.13 The nature of the built form afford only glimpsed views of the rear of the site from the viewpoint location from Burton Place. This is the only public viewpoint from which the buildings to the rear of the site are visible.

5.14 Our assessment of the scheme will focus on the effects to the designated heritage assets which have been identified within the vicinity of the site. These include listed buildings and the Bloomsbury Conservation Area. Our assessment character of the townscape.



Viewpoint Location Plan – Indicative





*View 1: From Tavistock Place (West)*

Existing

- 5.15 This viewpoint is located to the west of the application site on the south side of Tavistock Square and on the corner of Tavistock Square with Woburn Place, approximately 154m from the application site. This view looks east along Tavistock Place towards the application site.
- 5.16 The foreground of this view consists of the busy vehicular and pedestrian crossroads where the main thoroughfare of Woburn Place and Tavistock Square meet. The observer is aware of the high volume of pedestrian and vehicular movement which adds to the commercial feel of this area reinforced by the office buildings.
- 5.17 The viewer's attention is directed along Tavistock Place by large scale office buildings of up to nine-storeys in height which dominate the middle ground of this view. These buildings are typical of the scale and form of architecture on Woburn Place in this location.
- 5.18 The marked step down in the height and scale of buildings from Woburn Place to Tavistock Place is evident in this view. The Grade I listed building of Mary Ward Hall is located towards the background of this view, and the deep white cornice of the upper floor level holds the viewer's attention in the context of predominantly red brick buildings. A glimpsed view is afforded of the stock brick terrace of Grade II listed buildings at 2-14 Tavistock Place.
- 5.19 The elevation of the building at 15-17 Tavistock Place features in the background of this view which is composed of predominantly red brick buildings. The detail of the elevation cannot be seen and there is no visibility of the buildings at the rear of the site.





View 1: From Tavistock Place (West)

Proposed

- 5.20 The proposed new Laboratory building on the application site will not be seen in this view. The verified wireline of the proposed scheme shows how the form of the building is entirely obscured by interposing development.
- 5.21 The Grade I listed Mary Ward Centre will continue to hold the viewer's attention in the background of this view, and there will be no change to the setting of this listed building as a result of the development. There will also be no change to the settings of the Grade II listed buildings at 2-14 Tavistock Place.





*View 2: Tavistock Place- South of Mary Ward Centre*

Existing

- 5.22 This viewpoint is located to the west of the application site on the south side of Tavistock Place, approximately 96m from the application site. This view looks east along Tavistock Place towards the application site.
- 5.23 The foreground to this view is dominated by the road and pavement of Tavistock Place, and the viewer is aware of the pedestrian and vehicular movement along the street.
- 5.24 This view is framed by the Grade II listed terrace at 2-14 Tavistock Place to the right of this view, and the Grade I listed building of the Mary Ward Hall to the left. The viewer's attention is, however, more readily held by the taller building at 11 Tavistock Place, which stands out in this townscape context.
- 5.25 Whilst the more formal, terraced composition of Nos 2-14 Tavistock Place establishes a building height of four storeys on the south side of Tavistock Place, building heights are not consistent in this view of Tavistock Place. An abrupt step up in height occurs between the two storey Grade II listed building of the Mary Ward Centre and that of the non-listed 11 Tavistock Place. At six storeys, 11 Tavistock Place is taller in height and scale within this townscape context.
- 5.26 The blank façade on the west elevation of number 11 detracts from the quality and palette of materials seen in this view. Street furniture seen in this view includes lampstands and iron railings.
- 5.27 The building at 15-17 Tavistock Place features in the background to this view. Whilst the painted timber window frames can be discerned, the detail of the elevation is not evident. The building is seen as a background building. The buildings to the rear of this elevation on the application site are not seen in this view.





*View 2: Tavistock Place- South of Mary Ward Centre*

Proposed

- 5.28 The proposed new Laboratory building on the application site will not be seen in this view. The verified wireline of the proposed scheme shows how the form of the building is almost entirely obscured by interposing development. It may be possible to discern the upper roof limit of the new Laboratory through the railings on the roof of number 15-17 Tavistock Place. If seen, this change will be barely perceptible.
- 5.29 Views of the upper parts of the flues may be visible from the upper floors of the listed buildings at Tavistock Place directly opposite the site. These views will not, however, affect the viewer's appreciation of the significance of the listed buildings or the character of the Conservation Area.
- 5.30 There will be no change to the setting of the listed buildings within this proposed view, and no change to the character of the townscape. The character of the Bloomsbury Conservation Area will be preserve in this view.

