

Conservation Area Appraisal suggests this was the Castle Brewery, although this could be erroneously attributed, given there was a larger brewery located to the south on another Castle Street, between Long Acre and (what is now) Shaftesbury Avenue.

- 3.10 Horwood's map of 1799 provides detail of the buildings on the Site itself. On the west axis there are shown small buildings with yards between. The south and east boundaries of the Site were occupied by a rows of smaller terrace properties, with a large yard area in the central core of the Site.
- 3.11 Faden revised Horwood's map in 1813, by which time the Site was partially occupied by a large building in the west half of the Site. This larger building has been linked in some sources to the brewery buildings to the south of the site, but this has not been fully corroborated (Figure 9).
- 3.12 During the Victorian period, the area in the north of Bloomsbury was developed to provide a grander residential districts for wealthy families. This was carried out speculatively by a number of builders, on leases from major landowners, and followed a consistent form with terraced townhouses constructed on a formal grid pattern of streets and landscaped squares.
- 3.13 The character of southern Bloomsbury evolved as the wealthy residents moved to these new areas further north. There was an increase in industrial uses on the eastern fringes of Bloomsbury, alongside the establishment of University College, specialist hospitals, and the British Museum. St. Giles remained as a network of smaller streets associated with disreputable activities and social deprivation.
- 3.14 In the 19th Century, the increasing concern over the persistence of social deprivation in St Giles, and problems with traffic congestion led to a scheme to create a 'New Oxford Street'. The scheme was devised to deliberately drive through the area of the Rookery with a view to displacing the existing population and ease congestion. The proposals are shown in Figure 10, with the black parallel lines indicating the route of New Oxford Street.
- 3.15 The Office of Forests, Land Revenues, Works and Buildings was responsible for planning the improvements. James Pennethorne, their Chief Architect, oversaw the scheme which formed a crucial part of the 'Most Important Metropolitan Improvements Commission'. The Commission was charged with improving the living conditions and traffic congestion in the area.
- 3.16 As part of the scheme, several streets were cleared and renamed. In 1852, Thomas Beames gave an account of the redevelopment:

The worst sink of iniquity was The Rookery ... While the New Oxford Street was building, the recesses of this Alsatia were laid open partially to the public, the debris were exposed to view; the colony, called The Rookery was like a honeycomb, perforated by a number of courts and blind alleys, culs de sac, without any outlet other than the entrance.

The Rookeries of London: Past, Present, and Prospective, 1852



Figure 7. An extract taken from John Rocque's map of 1746 of the area fully developed with built form. The indicative position of the site has been outlined in red.



Figure 8. An extract of Horwood's map of London, 1792-99, showing the individual buildings on the urban block at this time.

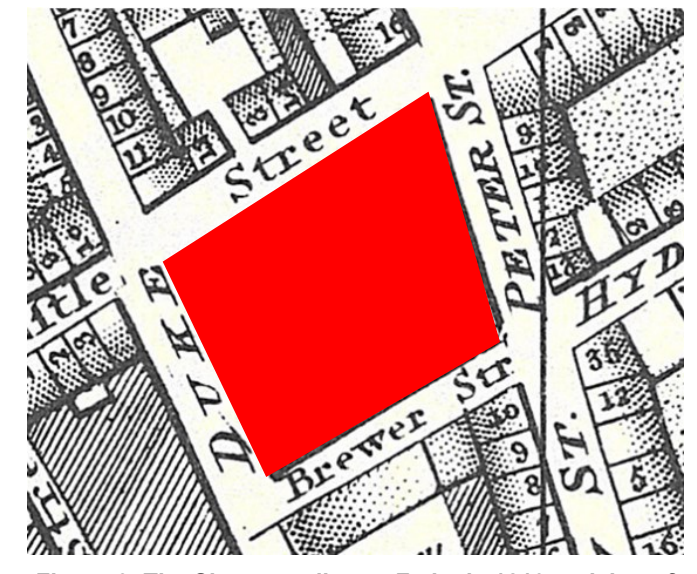


Figure 9. The Site according to Faden's 1813 revision of Horwood's map showing the new built form in the west part of the urban block.

- 3.17 The proposed layout for New Oxford Street at Figure 10 gives more detail about the built form on the application Site before the improvements. The terrace of seven properties remained on the east axis, but they were renumbered and the street was renamed Museum Street. On the remainder of the Site there was an irregular collection of buildings, with light industrial equipment visible in the central yard.
- 3.18 The proposed route for New Oxford Street removed the whole of the north east corner of the Site, and required the demolition of nos. 14-16 (consec.) Museum Street and 58 Castle Street. The 1873 OS Map shows the layout and alignment of the urban block after New Oxford Street was completed which follows the design of the 1840 plan with the buildings removed (Figure 11). The buildings which were demolished have been replaced with nos. 35-45 New Oxford Street, which date from c.1845.
- 3.19 The footprint of nos. 10-12 Museum Street on the 1873 map was similar to the position of the built form on the south east corner of the Site prior to the creation of New Oxford Street. 10-12 Museum Street appear to have been refurbished as part of the improvements to the area, if not completely demolished.
- 3.20 The façades of nos. 10-12 Museum Street appear to be contemporary with those at 35-41 New Oxford Street and were part of the aggrandisement of the area and complement Pennethorne's overall vision.
- 3.21 On the remainder of the urban block, the street to the south of the Site retained the name Brewer Street in 1873. The yard area was partially built over with a building which covered the entire western half of the Site. There was a small yard behind the properties on Museum Street, with an entrance from the south on Brewer Street. Based on the information provided later by the Goad Insurance Plan in 1888, it is likely that the yard and building in the west of the Site were still in industrial use.
- 3.22 The construction of New Oxford Street was not entirely successful in eradicating crime and poverty. In 1874 the area remained in need of improvement. The Times reported that the Metropolitan Board of Works had obtained orders for the demolition of buildings in the yards of houses on the north and south sides of Church Lane (now Bucknall Street), Carrier Street, and Church Street, along with the demolition in their entirety of Welch's Court and Kennedy Court. It was also during the 1874 improvements that Shaftesbury Avenue was laid out to the west of the Site.
- 3.23 The Goad Insurance Map in 1888 offers considerably more detail on the form and uses of buildings on the application Site (Figure 12). By this time, the London and North West Railway occupied the central core of the urban block, which included 43 New Oxford Street and a yard at the rear accessed via Brewer Street.
- 3.24 The buildings on the application Site – outlined in red on the Goad Map – are labelled as 'Perth Dye Works Receiving Office' and 'S', which stands for 'Shop non-hazardous'. There are also some smaller ancillary industrial buildings. The 1895 OS Map shows very few changes to the site since the 1880s Goad map. In the wider area, the new Shaftesbury Avenue thoroughfare is evident (map not included).

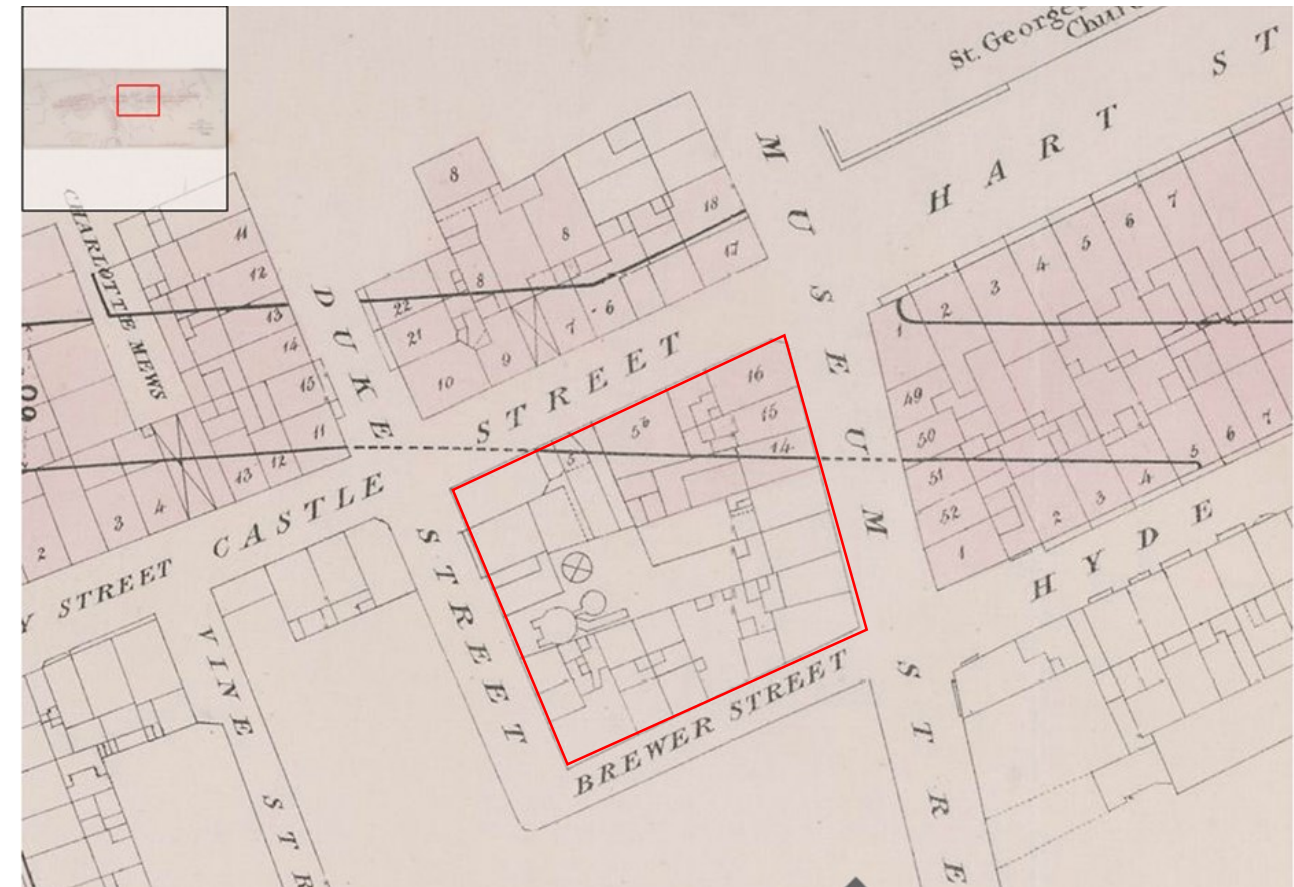


Figure 10. An extract from 'Proposed new street from Oxford Street to Holborn as revised, June 1840' courtesy of the British Library. The urban block is highlighted in red and the shading on the map is still evident.



Figure 11. An extract taken from the OS Map 1873 which shows the individual buildings upon the site at this time.

Development in the twentieth century-present

- 3.25 By the time the 1916 OS Map was published, Hyde Street – to the east of the Site – had been extended into Brewer Street, which takes its name. Later it would become West Central Street after the West Central post sorting office which stood on the urban block to the south east (Figure 13).
- 3.26 There has been a link between the postal service and the Site since the mid-19th Century. Below part of the south west section of the Site is a disused underground mail tunnel which carried mail via a central point at Holborn following trials in the 1850s. The network of tunnels was installed from 1873 but high running costs meant that the service was discontinued in 1874. The service was revived shortly before the First World War, interrupted again due to costs, but resumed in the 1920s.
- 3.27 The south elevation of the Site, on West Central Street, was gradually consolidated into the existing arrangement from 1895. The open area beside the ‘Shed’ in the south west corner of the Site (indicated on the Goad Plan, Figure 12) is shown as occupied by built form on the 1916 OS Map.
- 3.28 The larger yard in the rear east half of the Site appears to remain open, although there may have been an external wall to enclose it. The large arched openings with voussoirs in the existing wall suggest that the structure may have been associated with stables.
- 3.29 Major developments in Bloomsbury during the first half of the 20th Century were largely associated with the expansion of the University of London and in the area between Gower Street and Russell Square. In addition, Hotel and office developments continued to proliferate throughout the area, particularly large footprint, steel-framed buildings of a commercial nature on the major thoroughfares such as High Holborn and Southampton Row.
- 3.30 In 1927, nos. 39-41 were re-fronted by the architect Harold Baily for the Hackney Furnishing Company Ltd. The shopfront at ground floor was replaced later in the 20th Century. At this time the structure of the building was probably also renovated as the concrete frame is expressed and no 19th Century features remain evident. Vaults which date from 19th Century survive at basement level.
- 3.31 The Bomb damage sustained in Bloomsbury during the Second World War lead to the replacement of some older housing stock with large scale new development such as the Brunswick Centre.
- 3.32 The London County Council (LCC) bomb damage maps of 1939–45 show no damage to the Site or adjacent buildings (Figure 14).
- 3.33 Historic maps provide evidence for the piecemeal redevelopment of the wider area at various points in the 20th Century as larger commercial department stores became popular, and buildings with larger footprints take up entire urban blocks. The changes in the built form can be seen in the 1952 OS Map at Figure 15.
- 3.34 The 1952 OS Map also shows the subdivision of the buildings in the western part of the Site to form the existing arrangement of 16a, 16b and 18 West Central Street. An enclosed yard still exists to the rear of the Museum Street buildings, which is later built on.

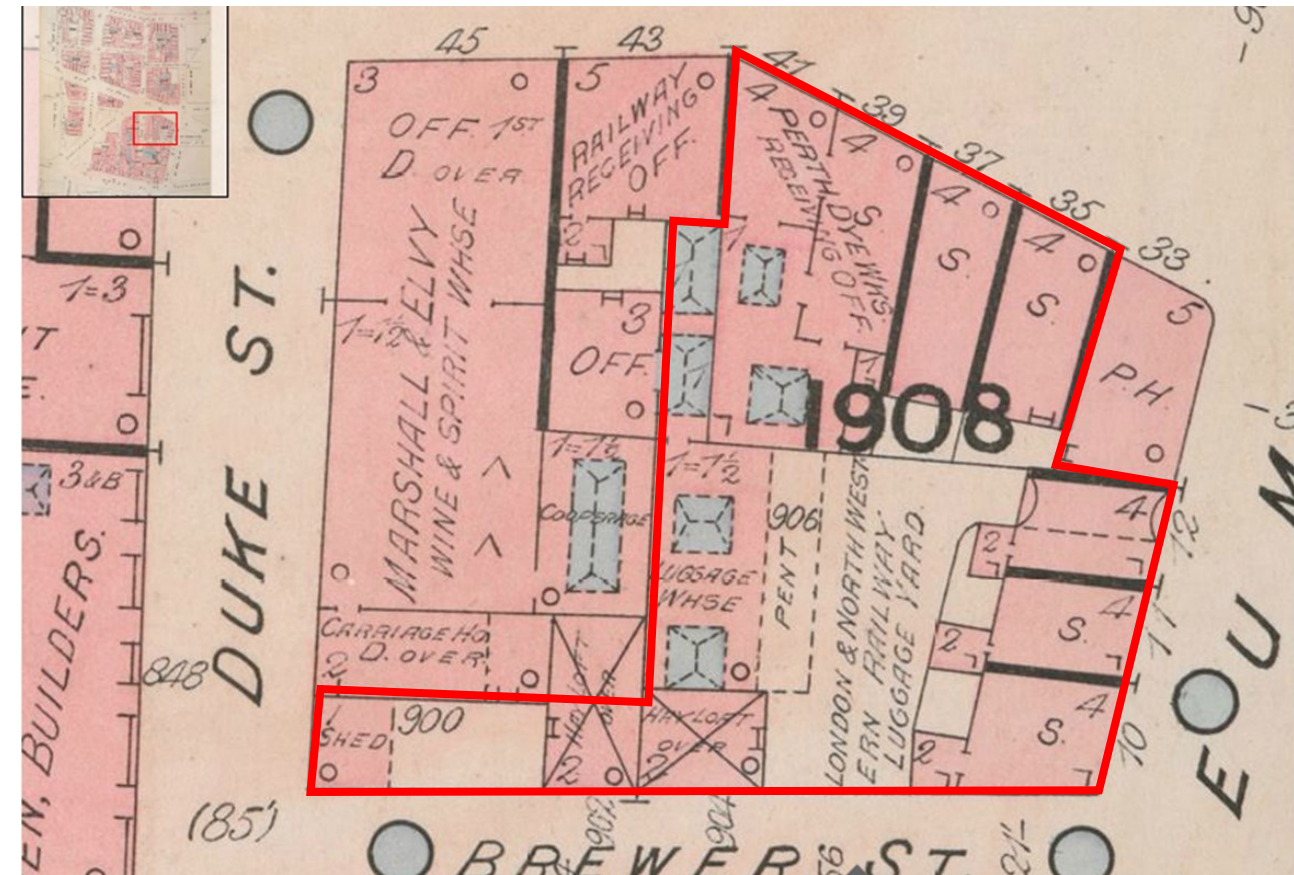


Figure 12. Goad Insurance Plan, 1888. Source: British Library

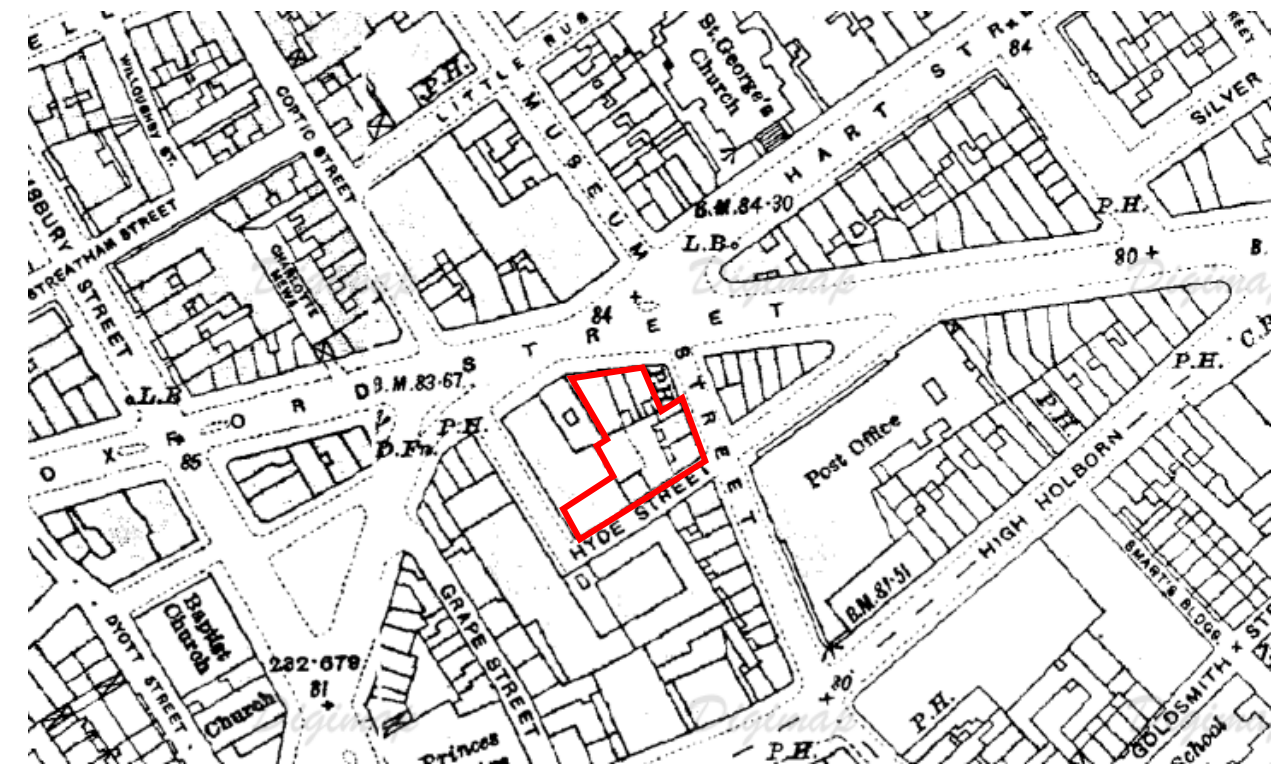


Figure 13. An extract of the 1916 OS Map, showing Hyde Street, the creation of Shaftesbury Avenue, and built form on West Central Street.

3.35 In the late 20th and early 21st Century the buildings on the Site have had a mix of uses. At the ground floor of New Oxford Street and Museum Street the retail use has continued, however nos. 10-12 Museum Street and 35 New Oxford Street are currently vacant. The upper floors at nos. 35-37 New Oxford Street and 10-12 Museum Street are currently in residential use. Nos. 16A-18 West Central Street were recently a nightclub with office use above, but are now also vacant.

Summary

3.36 The most significant change to the Site and the surrounding area was the strategy to improve the socio-economic conditions of the area by developing New Oxford Street in 1845.

3.37 The Site itself is part of an urban block which has largely retained its 17th Century footprint with the exception of the north east corner.

3.38 The area around the Site evolved as institutions such as the British Museum were established, and following the effects of the later bomb damage which caused the redevelopment of elements of the Georgian and Victorian townscape. The character of the area continues to develop, with larger scale 20th and 21st Century commercial architecture.

3.39 Nos. 35-41 New Oxford Street are the grandest architecturally by virtue of being the frontispieces in Pennethorne's scheme. They were built when New Oxford Street was established c.1845.

3.40 Despite being secondary to New Oxford Street, the buildings at no. 10-12 Museum Street share the architectural characteristics of the buildings to New Oxford Street, and the shopfront detailing on Museum Street survives to a greater degree.

3.41 The former industrial buildings at the south west corner of the Site on West Central Street have undergone the most adaptation and change. Their piecemeal development is evidenced in the variety of height, fenestration, and features on the façade. Furthermore, the extant modern alterations diminish their aesthetic value.



Figure 14. LCC Bomb Damage map showing no damage to the Site.

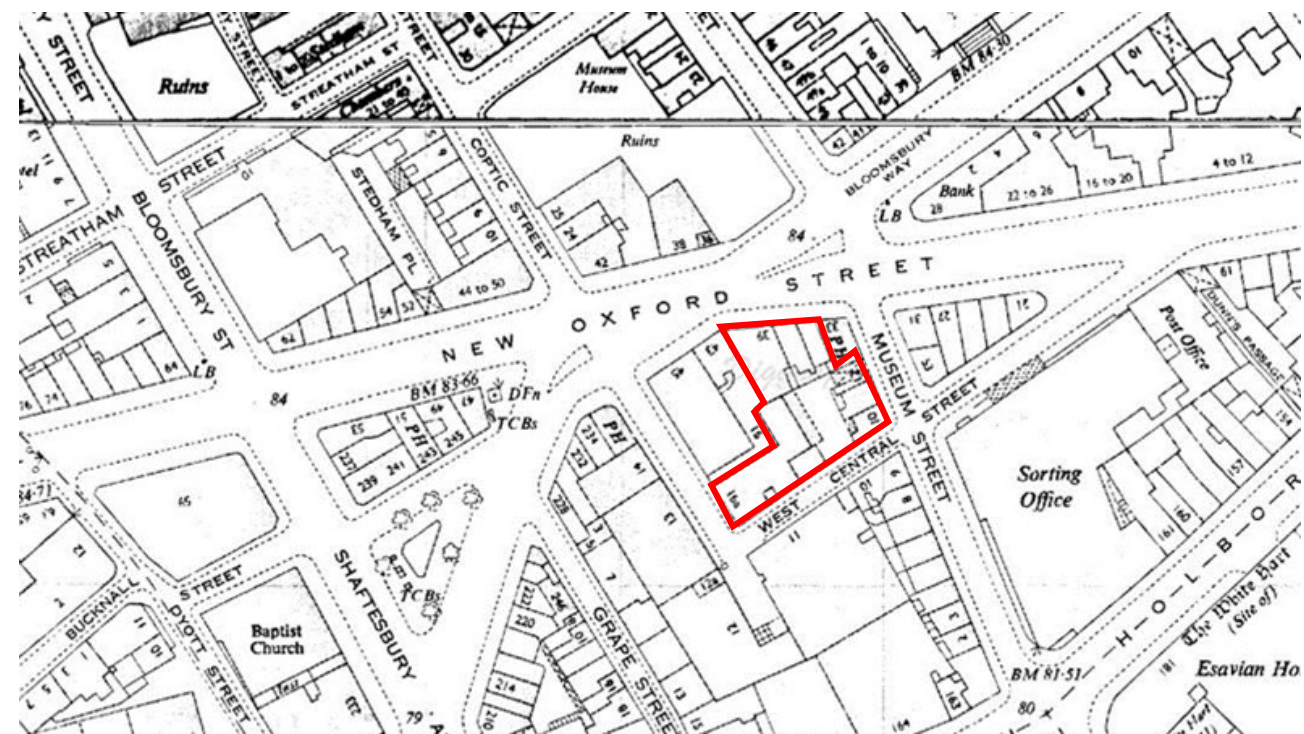


Figure 15. An extract taken from the OS map of 1952, showing the existing arrangement of the built form on West Central Street, and larger scale commercial development in the wider area of Bloomsbury.

4.0 ASSESSMENT OF HERITAGE ASSETS

- 4.1 This Section provides an assessment of the significance of the designated heritage assets which may be affected by the proposals.
- 4.2 The Site is in the Bloomsbury Conservation Area, and this assessment of its character and appearance has informed the assessment of the proposals in **Section 5.0**.
- 4.3 The Site does not contain any statutorily listed buildings. There are Grade II listed buildings which adjoin the Site at 43-45 New Oxford Street and 16 West Central Street (listed in a single entry).
- 4.4 The Site is subject to an Allocation in the Development Plan: Site 18. The supporting text for this allocation states that the setting of the British Museum should be considered in any development proposals. A preliminary assessment has been conducted, which concluded that the significance of the British Museum will not be affected by the proposals by virtue of the interposing development restricting any relationship to the Site. The British Museum is not therefore considered further in this assessment.
- 4.5 Other listed buildings within the vicinity of the application Site include 42-47 Museum Street, Queen Alexandra Mansions, King Edward Mansions Sovereign House, and Shaftesbury Theatre (all Grade II). The nature of the surrounding built environment means that the setting and significance of these nearby listed buildings will also not be affected by the proposals.
- 4.6 The following listed buildings have been identified where there is potential for the proposals to have an impact on their significance. The full listed building descriptions are given in **Appendix 1.0**. They are discussed below.
- Church of St George and Attached Railings, Gates and Lamps (Grade I)
 - The Bloomsbury Public House (Grade II)

Listed Buildings

16 West Central Street and 43-45 New Oxford Street (Grade II)

List entry no. 1113170

- 4.7 16 West Central Street and 43-45 New Oxford Street were listed at Grade II in 1999 (Figure 16). The listed properties are located in the north-west quarter of the same urban block as the application Site. Nos. 16 and 43 share party walls with properties which form part of the application Site.
- 4.8 The full list description for 16 West Central Street and 43-45 New Oxford Street is given at **Appendix 1.0**, in which no. 16 is incorrectly referred to as '61 West Central Street'. This must be an error by virtue of its location. For the purposes of this assessment, it will be referred to as 16 West Central Street.
- 4.9 The list description dates the 'terrace of shops and offices' as 1843-7, which were developed as part of the New Oxford Street scheme under the direction of Pennethorne. The list description further identifies



Figure 16. New Oxford Street elevation of 43-45 New Oxford Street.



Figure 17. The original shopfront to 43 New Oxford Street when it was the London Midland and Scottish Railway Receiving Office in 1928.

that the group is significant as the *'most prominent intact survival of Pennethorne's most important Metropolitan Improvements Commission for the Commons Select Committee'*.

- 4.10 The buildings form a group of commercial premises. They are stuccoed brick, with banded quoins and rustication, and slate roofs. Above the 20th Century ground floor shops the original architectural style survives, with *'the upper floor having sash windows with small-paned glazing bars in moulded architrave surrounds, under heavy cornices and parapets'*. The interior of the properties was not inspected as part of the listing so we do not know to what extent they contribute to significance of the listed building.
- 4.11 The significance of the listed building primarily lies in its aesthetic appearance to New Oxford Street and historical association with Pennethorne's mid-19th Century urban improvements. The significance has been reduced however by the modern shopfronts which have replaced the original design, which is depicted at Figure 18. The upper storeys of the building have greater artistic and architectural value.
- 4.12 The listed properties are best appreciated from the junction of New Oxford Street and Coptic Street. The canted street means that the north elevation of the application Site is slightly obscured from this view, and therefore the value of the streetscape the block (nos.35-45 inclusive) is not as prominent.
- 4.13 The setting of the listed building has been compromised by the 17 storey hotel to the south, which features prominently in the way the buildings are experienced. The surrounding Victorian commercial development around the listed buildings preserves some of the nineteenth century context of the public house. The extent of modern development means that the original setting has not been well preserved.
- 4.14 The poor condition of the buildings on the application Site, and the loss of architectural detail that the buildings have sustained through alteration and extension throughout the nineteenth and twentieth centuries detracts from their character and limits the positive contribution made to the listed buildings at 16 West Central Street and 43-45 New Oxford Street.
- 4.15 Given the proximity of the assets, the proposed development will have an effect on the setting of 16 West Central Street and 43-45 New Oxford Street and this has been considered in the assessment of the proposals is at **Section 5.0**.

Church of St George and Attached Railings, Gates and Lamps (Grade I)

List entry no. 1272341

- 4.16 The Church of St George was designated at Grade I in October 1951. It was built in 1716-1731 by Nicholas Hawksmoor and subject to later restorations by G. E. Street (1870), and Lawrence King (1972-4).
- 4.17 The significance of the Church lies primarily in its architectural value, although it also has historic interest as it was part of the Fifty New Churches Act (1711) and was built so that parishioners would not have to cross the Rookery.
- 4.18 The principal south façade has a hexastyle Roman Corinthian portico on a podium, which is approached by a broad flight of steps. There are arched openings at ground floor with segmental-headed openings

above. To the west, there is a tower (originally providing a conventional west entrance) with recessed arches on three sides, a clock, and tetrastyle portico to each facade of the belfry, surmounted by a stepped steeple terminating in a sculptured statue of George I in Roman attire.

- 4.19 The Church is set amongst 6-7 storey late Victorian and 20th Century modern development, very little of the Church's contemporary streetscape survives. A view of the Site is afforded from the entrance to the Church, looking south towards the junction between Bloomsbury Way and New Oxford Street. Notwithstanding this view, the Site does not make a contribution – neither positive nor negative – to the setting and significance of the Grade I listed building.

Bloomsbury Public House (Grade II)

List entry no. 1271630

- 4.20 Bloomsbury Public House is located at 236 Shaftesbury Avenue. It was Grade II listed in January 1999.
- 4.21 The public house was built in 1904 by C. F. Doll, a surveyor to the Bedford Estate, in red brick with white terracotta decoration and a slate roof hidden behind a parapet. The pub is four storeys above a cellar and is located in a prominent position on the corner of Shaftesbury Avenue with West Central Street. The building is red brick with terracotta stone details in a Gothic, Arts and Crafts style. The elevation to the corner is topped with a two storey oriel. The ground floor was restored in the late 20th Century and has newer fenestration.
- 4.22 The primary significance of the building lies in its appearance and surviving interior features which include Arts and Crafts fireplaces and open well staircase.
- 4.23 The pub has an elevation to the west side of West Central Street, facing the Grade II listed west façade of 45 New Oxford Street. The east elevation of the application Site is approximately 30m to the south, at the end of West Central Street. The Grade II listed Alexander Mansions located to the south west of the public house and which share the urban block are of a similar date and architectural language, having been designed, most likely, by the same architect.
- 4.24 The listed buildings at 43-45 New Oxford Street and 16 West Central Street which are located on the opposite corner of the street on New Oxford Street are earlier in date and do not share architectural characteristics with the listed public house. Whilst there is no planned spatial or architectural relationship between the buildings on the urban block of the site and the listed public house, they site buildings make a positive contribution to the setting of the listed public house as part of the remaining Victorian townscape. This contribution is limited by the condition and appearance of 16a West Central Street.



Figure 18. Drawing of the Church of St George, Bloomsbury in 1787.



Figure 19. Bloomsbury Public House on the corner of West Central Street and Shaftesbury Avenue, 2015.



Figure 20. West Central Street in 1930. The west elevation of Grade II listed 45 New Oxford Street is visible in the left of the photograph, and Bloomsbury Public House on the right.

Bloomsbury Conservation Area

- 4.25 The Site is located in the Bloomsbury Conservation Area which was first designated in 1968. The Conservation Area Appraisal was adopted in April 2011.
- 4.26 The designation covers an area of approximately 160 hectares, extending from Euston Road in the north to High Holborn and Lincoln's Inn Fields in the south, and from Tottenham Court Road in the west to King's Cross Road in the east. The boundary of the Conservation Area runs to the south of the site along West Central Street.
- 4.27 The Conservation Area was designated to protect elements of the Georgian townscape and many areas of post-18th Century redevelopment were excluded at first. Subsequent extensions to the Conservation Area have incorporated elements of the Victorian, Edwardian and 20th Century townscape.
- 4.28 Bloomsbury expanded north from 1660 to 1840. The Conservation Area is characterised by a range of historic street patterns, spatial character, and building forms from the Georgian, Regency, and Victorian development of the area. The Conservation Area contains a range of architectural styles, including modern development in contemporary design, and layouts which are the result of different approaches to town planning.
- 4.29 An account of the historical development of Bloomsbury and the Conservation Area has been set out in **Section 3.0**.
- 4.30 The overall significance of the Conservation Area, which lies in its character and appearance, can be summarised in the following ways (with reference to the Conservation Area Appraisal):
- The contrast between major arterial routes, the grids of primary intersecting streets, narrower secondary streets, and narrow connecting lanes.
 - The predominant architectural styles of the Conservation Area are classically derived, despite the period or building type.
 - Terraced townhouse development is prevalent and reflects the speculative and (mainly) residential development during the Stuart, Georgian, Regency and early Victorian periods. Roofs are commonly defined by parapets, giving strong and consistent roof lines. The most widespread roof forms are butterfly roofs set behind parapets or mansards.
 - Experiences of moving between streets, squares and other spaces, and the subsequent contrast created between enclosure and open spaces.
 - Shops and public houses reflect the growth in commercial activity in the area in the nineteenth century.
 - London stock brick is the most common building material in the Conservation Area (which was used from the 19th Century onward), with some earlier red brick buildings. Stone is used in some places, usually rendered.

4.31 Owing to the size and complexity of the Conservation Area, it is divided into 14 Sub Areas. The Site is located in Sub Area 8: New Oxford Street/High Holborn/Southampton Row. A map of the Conservation Area, and map of Sub Area 8 are given at **Appendix 2.0**. The following assessment will focus primarily on the character of the townscape which is directly relevant to Sub Area 8 and the application Site.

4.32 The character and distinctive features of Sub Area 8 include:

- Areas of large-scale, late 19th and early 20th Century blocks fronting busy thoroughfares;
- Typical developments which followed the new Victorian routes, combined with the widening of earlier streets which cut through the earlier 17th and 18th Century street pattern;
- Narrow back streets which are remnants of the pre-Victorian layout;
- Buildings in predominantly commercial uses, with a range of shops, banks, offices, hotels and theatres; and
- Mansion blocks built for residential accommodation.

Townscape character

4.33 Whilst a number of buildings on New Oxford Street within the vicinity of the site date from the 19th Century, the townscape character in this location is not a well preserved example of a 19th Century commercial street. Earlier buildings are mixed with later twentieth century developments that have replaced buildings of finer grain.

4.34 Taller development exist to the east and south of the Site which are of poor architectural quality and are a negative feature in the setting of the Bloomsbury Conservation Area. To the west of the application Site, Centrepont is a key landmark that is visible as part of the skyline and townscape in this area.

4.35 The condition of the townscape to the west of the site within Sub Area 8 of the Conservation Area is of higher quality and includes the red brick Grade II listed buildings of the Bloomsbury Public House and Alexander Mansions, which were almost certainly built by the same architect, C Fitzroy Doll. The properties to the west along New Oxford Street are better maintained and retain more of their original architectural features (Figure 21). The tree-lined Shaftesbury Avenue is a welcome contrast to the hard landscaping and softens the character of the area.

Contribution of the site to the character and appearance of the Conservation Area

4.36 The buildings at 33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street are each identified as 'Positive Buildings' in the Conservation Area Appraisal. The shopfronts at numbers 10 and 11 Museum Street are identified separately as positive contributors to the Conservation Area. The level of contribution which is made by the individual properties does, however, vary, relative to their design, appearance, condition and way in which they are seen in the streetscene. It is our assessment that this contribution is limited by their existing condition and by the effects that the piecemeal



Figure 21. Example of buildings which have been maintained to a greater extent to the west of the Site on New Oxford Street.

redevelopment and alterations made over the course of the later nineteenth and twentieth centuries have had on their appearance and character. This is especially evident on the properties at 16a-18 West Central Street.

4.37 The Site contains buildings of a range of scales and architectural detail which delineate the relationship between major arterial routes (New Oxford Street), intersecting streets (Museum Street), and narrower secondary streets (West Central Street) in the Conservation Area. The way in which the Site is experienced represents the contrast in the scale of streets which is an important part of the character of the Conservation Area overall.

4.38 The architectural quality and appearance of the properties at Nos. 35-41 New Oxford Street and 10-12 Museum Street make a positive contribution to the Conservation Area, albeit this is limited by their condition. The buildings at 35-41 New Oxford Street and Museum Street were not only the frontispieces to Pennethorne's scheme – where features of his original design survive – but are also those buildings which are primarily experienced in the townscape by virtue of their situation on the main arterial route.

4.39 At the upper storeys, the elevations of 35-37 New Oxford Street are unified by horizontal banding and the original architectural details survive. There is an opportunity to improve the contribution of the Site to the Conservation Area by refurbishing the frontages as the external appearance of their overall condition is poor.

4.40 The principal elevation to numbers 39–41 New Oxford Street was re-fronted in an Art Deco style by the Hackney Furbishing Company Limited in 1927. Whilst a later alteration, the Art Deco refurbishment contributes to an understanding of the development of the Conservation Area, and illustrates the

development of the architectural styles which were developed for larger department stores in the early to mid-twentieth century.

- 4.41 On Museum Street, where the shopfronts at numbers 10 to 11 are identified as making a positive contribution to the Conservation Area, the original shopfront details can be seen in the bracket consoles, pilaster details and shop risers. The glazing bars on the fenestration have however been replaced with single glazed windows and the shopfronts are boarded up.
- 4.42 The shopfronts on the properties facing New Oxford Street retain an active use. Traditional architectural details of historic shopfronts have not survived and have been lost to later redevelopment for new premises in the twentieth century.
- 4.43 The smaller-scale buildings on West Central Street are in a very poor condition and at three storeys, 16a-18 West Central Street are smaller in scale than the majority of development in the Conservation Area, which detracts from the coherence of the urban block.
- 4.44 The buildings on West Central Street have been painted in discordant colours which detract from their appearance, and the fenestration and arches have been blocked up. The buildings have limited aesthetic quality in the streetscene.
- 4.45 The overall condition of the buildings on the Site is poor. The stucco rendering on the façades to New Oxford Street shows signs of damage and is in need of re-rendering, especially at the upper storeys where there is discolouration and peeling. The façades to Museum Street are also discoloured, but the decorative architraves around the fenestration openings are in a better condition.
- 4.46 The fenestration across the Site would benefit from repair and refurbishment, and the restoration of sash windows with glazing bars in particular to New Oxford Street.

Summary

- 4.47 When the Site was first developed in the mid-18th Century it formed part of a notoriously deprived slum called the Rookery. In order to ease congestion and improve the socio-economic conditions of the area, the government commissioned James Pennethorne to design and build New Oxford Street, which would drive through the Rookery. The project was completed in 1845.
- 4.48 The townscape in this part of Bloomsbury is characterised by a mix of architectural styles and scale. Bomb damage sustained during the Second World War allowed for modern larger scale commercial properties to be developed within the existing Georgian and Victorian landscape. On New Oxford Street, the buildings are mainly four to five storeys high and retain elements of the Pennethorne legacy. In contrast however, taller development to the south and east have had a negative impact on the setting of the Conservation Area and the listed buildings identified on New Oxford Street and West Central Street.
- 4.49 The buildings on the Site at nos. 35-41 New Oxford Street were the frontispieces of Pennethorne's redevelopment of the urban block, and their architectural style, detailing and scale reflect their status as part of these planned Victorian townscape improvements. By contrast, the buildings to the rear at 16a-

18 West Central Street were not designed to be public-facing and were developed in a piecemeal fashion. These buildings were adapted to the industrial requirements of the nearby brewery, a spirits warehouse, and railway sorting office.

- 4.50 Nos. 10-12 Museum Street are contemporary to the buildings which front New Oxford Street. Their existing appearance was established as part of Pennethorne's improvements, c.1845, and shares the classical architectural style.
- 4.51 Overall, the buildings on the Site are in a poor condition. The modern alterations to West Central Street detract from the character and appearance of the Conservation Area, as do the shopfronts to Museum Street which are vacant and boarded up. On New Oxford Street, the modern shopfronts have been added which are unsympathetic to the character of the Conservation Area and the upper storeys, whilst original architectural details remain, these are in need of refurbishment and repair.
- 4.52 The buildings on the site are identified as 'Positive Buildings' in the Bloomsbury Conservation Area Appraisal, and it is our assessment that the properties on New Oxford Street and Museum Street make a greater contribution than those on West Central Street, by virtue of their scale, style of architecture, architectural quality and lower level of alteration. There is scope to enhance the contribution made by all of the buildings to the character and appearance of the Area.
- 4.53 The assessment carried out in the following section will focus on the effect of the proposals on the designated heritage assets which have been identified within the vicinity of the Site, namely the character and appearance of the Bloomsbury Conservation Area, 43-45 New Oxford Street and 16 West Central Street, and the character of the wider townscape.

5.0 ASSESSMENT OF PROPOSALS

5.1 The assessment prepared in this section has been informed by the scheme's drawings, and Design and Access Statement prepared by T P Bennett. The proposals have benefited from pre-application advice provided by officers at the London Borough of Camden.

5.2 Our assessment of the effect of the scheme will focus on the character and appearance of the Bloomsbury Conservation Area, the townscape character, and the setting of listed buildings that have been identified in Section 4.0 of this report. The salient characteristics of the proposals that have been taken into consideration in this assessment are; the scale, height, and bulk of the new development; the location and orientation of built form; the detailed design, including the roof form, the fenestration detail – size and shape of openings; the range and combination of materials; and the quality of the materials.

Overview of the Proposals

5.3 The proposals seek to provide a mixed use scheme comprising 21 new residential units, upgraded existing retail space to the properties on New Oxford Street and Museum Street, and new areas of flexible retail or leisure space on the ground and basement of 16a-18 West Central Street.

5.4 The proposals involve:

- A fifth storey extensions to 35-41 New Oxford Street, with a fifth storey mansard-style extension to 39-41 New Oxford Street, set back from the main façade;
- Redevelopment and infill extensions on West Central Street in the creation of a four storey building to substantially improve the quality and appearance of the architecture;
- Create a two storey access building in the area between the built form on West Central Street and 10 Museum Street;
- Refurbishment and reinstatement of historic features on all buildings, including fenestration details and ground floor shopfronts on New Oxford Street and Museum Street;
- The creation of a new gateway from 12 Museum Street to the courtyard of residential development;
- A new plant at roof level, set back from the roofline.

5.5 The buildings are identified in the Bloomsbury Conservation Area Appraisal as making a positive contribution to the special interest of the Conservation Area. It is our assessment that this contribution is limited by their existing condition and by the effects that the piecemeal redevelopment and alterations made over the course of the later nineteenth and twentieth centuries have had on their appearance and character.

5.1 In response to the Site Allocation guidance, and Camden's Development Plan policy DP25, the proposals include significant benefits to the quality and appearance of the historic buildings in the application site boundary which enhance the appearance of the Conservation Area as a whole, through the restoration and refurbishment of historic features, reinstatement where these have been lost, and the addition of

appropriately designed built form which will enhance the way in which the buildings function and appear in the Conservation Area. The proposals present an opportunity to realise significant improvements to the Conservation Area.



Figure 22. Proposed visual of how the new building to West Central Street will be seen from New Oxford Street.



Figure 23. Proposed visual of the scheme when viewed from a position east along New Oxford Street.

Assessment of the Effect of the proposals on designated heritage assets: the Bloomsbury Conservation Area and listed buildings

Proposed Massing

5.2 The principle of extending the built form on the site has been set by the Site Allocation guidance which emphasises the importance of optimising the site to provide new housing and realising the potential for extension of the buildings to facilitate redevelopment. The proposals respond to this allocation and propose an infill addition to the rear of the existing buildings fronting West Central Street and an extension to the existing heights across the buildings so as to consolidate the urban block and provide a more consistent building height whilst improving the quality of the built form.

5.3 The proposals have been designed in consideration of the character, setting, context and the form and scale of neighbouring buildings so as to preserve and where possible, enhance, the character of the Conservation Area in this location. The composition and appearance of the buildings on the urban block have been substantially altered over the course of the nineteenth and twentieth centuries.

West Central Street

5.4 The extension of the existing buildings on West Central Street is proposed in the form of a building of three storeys above ground floor level, with the third storey set back from the elevation to West Central Street to reduce the appearance of this massing in views from New Oxford Street, and from West Central Street and Museum Streets. The uppermost storey of the extension will include the new plant equipment so that it is hidden from view at street level in line with policy DP24.

5.5 West Central Street is not experienced in the same way as the properties on New Oxford Street by virtue of its location on a narrow, secondary thoroughfare which is set back and hidden from New Oxford Street. The proposed additional massing and height to the different buildings will maintain the existing hierarchical relationship between the scale and heights of buildings on New Oxford Street and respect the character and proportion of the existing buildings in line with Camden's policy DP24.

New Oxford Street

5.6 The proposed additional storey on numbers 35 to 41 New Oxford Street will create a consistent building height between properties on the principal elevation of the urban block to New Oxford Street, whilst respecting the existing height of the public house at number 33, which is already at five storeys.

5.7 The set back extension to 39-41 New Oxford Street has been designed as an element which is set back behind the existing pediment. The proposed extension, undertaken in glazing and rendered brick, remains subservient to the rest of the building and is a discreet addition within views along New Oxford Street.

5.8 The additional storey to numbers 35 and 37 has been designed as an extension of the parapet level, with classically proportioned new sash windows, a new cornice below the new parapet and the existing chimneys repositioned to preserve the existing character of the buildings.



Figure 24. Existing view of nos. 35, 37 and 39-41 New Oxford Street, and 10-12 Museum, Street looking west along New Oxford Street on the corner with High Holborn.



Figure 25. Proposed visual of nos. 35, 37 and 39-41 New Oxford Street. The extensions at roof level and the refurbishment of the principal elevations improve the appearance of the urban block in the Conservation Area.

- 5.9 The roofscape retains chimney stacks and chimney pots which adds to the visual interest of the roofscape in longer views, and these will be retained and where necessary, rebuilt and refurbished, as part of the proposals. The appearance and arrangement of the roofscape has, however, been altered from the original form, in particular in the 1920s when 39-41 New Oxford Street were re-fronted with a pediment.
- 5.10 When looking west along New Oxford Street, the additional storeys added to numbers 35-41 improve the appearance of the roofscape, and create a more successful relationship with the roof heights of properties further to the west, creating a step down in scale to the Grade II listed Bloomsbury public house. The listed building remains an important building in these views as a result of the vibrant red brick and the fine detailing. The appreciation of this detail is not affected by the proposals at the application site.
- 5.11 The proposed additional massing will not have a harmful effect on the setting or significance of the listed buildings at 43-45 New Oxford Street and 16 West Central Street. The proposals accord with the prevailing heights of the buildings within the urban block, and the upper levels are set back so as to reduce the appearance of the built form.
- 5.12 The setting of Conservation Area to the south, where the boundary is formed by West Central Street is composed of a mix of architectural styles and scales, which include the former postal sorting office east of the Site and the 17 storey hotel to the south. The site is located in an area of mixed townscape character, with buildings of large footprints which are with no consistent building height and the proposed additions to the massing in this area are appropriate in this townscape context.

Treatment of elevational design

- 5.13 In response to the Site Allocation guidance, and Camden's Development Plan policy DP25, the proposals include significant benefits to the quality and appearance of the historic buildings in the application site boundary which enhance the appearance of the Conservation Area as a whole.

West Central Street

- 5.14 The design of the elevation for the refurbished and extended buildings at numbers 16a - 18 West Central Street have been revised to take into account the comments made by the Bloomsbury Conservation Area Advisory Committee. The final proposals which are the subject of this application have modified the proposed arched entrances to the site, and introducing louvered door openings, so that the block retains the asymmetrical rhythm.
- 5.15 The quality of the architecture and the appearance of the buildings to West Central Street will be substantially improved. The architectural character and language of the other buildings on the urban block provide the basis for the composition and design of the extension to the elevation at the second and third floor levels, with a simpler interpretation at the third floor level.



Figure 26. Detailed elevation drawings of the proposed improvements to the elevations of nos. 35, 37 and 39-41 New Oxford Street.



Figure 27. Detailed elevation and section drawing of no 16 West Central Street showing the proposed elevation extensions at the first, second and third floor levels.

5.16 Numbers 16a-18 West Central Street will be re-rendered and existing architectural elements reinstated where these have been lost or obscured by later paintwork in colours which do not accord with the prevailing appearance of buildings in the Conservation Area. These architectural elements include two additional archways to the east of the elevation which will be detailed with keystones above the arched openings and glazed to retain the impression of these as access arches. New fenestration on the new build elements will be traditional square and arch headed sash windows with glazing bars.

Museum Street and New Oxford Street

5.17 Nos. 10-12 Museum Street are contemporary to the buildings which front New Oxford Street and their existing appearance was established as part of Pennethorne's improvements, c.1845. The proposals seek to refurbish the Victorian façades to New Oxford Street and Museum Street, and the Art Deco façade at 39-41 New Oxford Street. At the upper floors, the proposed refurbishment of the existing architectural details will enhance the appearance of the buildings, with the addition of quoining to 37 New Oxford Street and the reinstatement of glazing bars in traditional timber framed sash windows to numbers 35-37.

Ground floor shopfronts on Museum Street and New Oxford Street

5.18 The site allocation guidance for this urban block welcome proposals which '*maintain an active frontage to New Oxford Street*' and preserve the architectural and historic character of the listed buildings and the Bloomsbury Conservation Area. The proposals respond to the guidance set out in the site allocation and further address the requirements of the site allocation and Policy DP24 which seeks to secure '*visually active street frontages at ground floor level*' by proposing to reinstate shopfronts on 10-12 Museum Street and 35-37 New Oxford Street.

5.19 Opportunities have been taken by the proposals to reinstate historic features where these have been lost either through later redevelopment or where these are in very poor condition. The image of the historic at the ground floor level of number 43, as well as the existing architectural details which remain on the properties and the listed building at 16 West Central Street, provide the design basis for the historic shopfronts to be reinstated on 10-12 Museum Street and 35-37 New Oxford Street.

5.20 A more contemporary interpretation of the historic shopfront is proposed for the ground floor shopfront to no. 39-41 New Oxford Street, where this will be refurbished in a manner that is distinct from nos.35-37. The proportions of the shopfront and the division of the glazing and refurbishment of the fascia draw on the character of the more traditional shopfronts whilst being an appropriate design response to the different architectural treatment of the Art Deco façade.

Summary

5.21 The proposals respond to the requirements set out in the design and conservation policies of the statutory development plan, namely Policies CS14, DP24 and DP25 in proposing enhancements to the architectural quality and character of the historic, non-listed buildings on the site through their refurbishment and extension with new buildings of high quality design.

5.22 Policy DP25 in particular of Camden's Development Management policies states that development within Conservation Areas may only be permitted where it preserves or enhances the CA. Our assessment of the proposals has found that they improve the contribution made by the buildings on the site to the character and appearance of the Conservation Area and the listed buildings in the vicinity of the site. Not only are improvements made through new additions to the existing fabric, the proposals take the opportunity to reverse those features which have a negative impact on the character of the Conservation Area, by restoring historic shopfronts, through the extension, reconfiguration and re-rendering of the elevation to West Central Street and the reinstatement of fenestration details on 35 New Oxford Street.

5.23 The proposed mix of commercial and residential uses for the buildings are appropriate for this part of the Conservation Area which was historically developed for residential buildings with commercial uses at the ground floor, and the uses accord with the Site Allocation guidance. The proposals will improve the way the buildings function and appear in the Conservation Area and restore visually interesting frontages at street level in line with Policy DP24.

5.24 Lastly, the proposals have been designed in response to the Site Allocation guidance which encourages development proposals to maximise the potential of the site, retain the character of the existing historic buildings and take opportunities to enhance the character and appearance of the Conservation Area.

6.0 CONCLUSIONS

- 6.1 This Heritage and Townscape Impact Assessment has been prepared in support of the proposals to redevelop 35-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street.
- 6.2 The proposals seek to refurbish and extend the existing buildings to provide a mixed use scheme consisting of residential, office, retail, and leisure facilities.
- 6.1 The Site at 35-41 New Oxford Street, 10-12 Museum Street, 16A-18 West Central Street forms part of an urban block south of New Oxford Street, at the intersection of Museum Street and Bloomsbury Way. The Site was consolidated in its existing form after the creation of New Oxford Street in 1845. Prior to this, the Site was part of 'the Rookery' in St Giles, an area renowned for extreme poverty and crime. The laying out of New Oxford Street was commissioned in the 1840s to improve the conditions of the area by displacing the population and regenerating the slum.
- 6.1 The Site area is formed of dense narrow plots, consisting of built form and small open yards to the rear of 35-41 New Oxford Street, 10 Museum Street, and 16b West Central Street. The buildings on the Site range between one and five storeys above ground floor level.
- 6.2 The Site falls within the Bloomsbury Conservation Area. The buildings at 35-41 New Oxford Street, 10-12 Museum Street and 16a-18 West Central Street are acknowledged as making a positive contribution to the character of the Conservation Area. It is our assessment that this contribution is limited by their existing condition and by the effects that the piecemeal redevelopment and alterations made over the course of the later nineteenth and twentieth centuries have had on their appearance and character. This is especially the case with numbers 16a-18 West Central Street.
- 6.3 The site does not include any statutorily listed buildings. Grade II listed buildings are located in close proximity of the site. 43-45 New Oxford Street and 16 West Central Street are located on the same urban block as the application site, and the Grade II listed Bloomsbury Pub is located to the west on the corner of Shaftesbury Avenue and New Oxford Street.
- 6.4 The townscape in this part of the Bloomsbury Conservation Area is characterised by a mix of architectural styles and scale. Bomb damage sustained during the Second World War allowed for modern large scale commercial property to be developed alongside the existing Georgian and Victorian landscape. On New Oxford Street, the buildings are mainly four to five storeys high and retain elements of the Pennethorne legacy. Taller development exists to the south and east.
- 6.5 Policies CS14 and DP24 of Camden's development plan which state that, when developing within a Conservation Area, design must be high quality and relate to the character, setting, context, form and scale of neighbouring buildings. Camden will permit proposals for development where they demonstrably enhance or preserve the character of the Conservation Area.
- 6.6 The proposals respond to the requirements set out in the design and conservation policies of the statutory development plan, namely Policies CS14, DP24 and DP25 in proposing enhancements to the architectural quality and character of the historic, non-listed buildings on the site through their

refurbishment and extension with new buildings of high quality design. These proposals present the opportunity to enhance the significance of the Conservation Area in line with paragraph 137 of the NPPF.

- 6.7 Policy DP25 in particular of Camden's Development Management policies states that development within Conservation Areas may only be permitted where it preserves or enhances the Conservation Area. Our assessment of the proposals has found that they improve the contribution made by the buildings on the site to the character and appearance of the Conservation Area and the setting of the listed buildings in the vicinity of the site. Not only are improvements made through new additions to the existing fabric, the proposals take the opportunity to reverse those features which have a negative impact on the character of the Conservation Area, by restoring historic shopfronts, through the re-rendering of the elevation to West Central Street and the reinstatement of fenestration details on 35 New Oxford Street.
- 6.8 The frontages to West Central Street, including the south elevation of 10 Museum Street, are in a particularly poor condition. The boarded up fenestration, blocked openings, and painted façade detract from the character of the Conservation Area and quality of the buildings. The proposals will significantly improve the aesthetic appearance of these buildings and in the same architectural language as number 16 West Central Street.
- 6.9 The proposed mix of commercial and residential uses for the buildings are appropriate for this part of the Conservation Area which was historically developed for residential buildings with commercial uses at the ground floor, and accord with the Site Allocation guidance. The proposals will improve the way the buildings function and appear in the Conservation Area and restore visually interesting frontages at street level in line with Policy DP24.
- 6.10 Lastly, the proposals have been designed in response to the Site Allocation guidance which encourages development proposals to maximise the potential of the site, retain the character of the existing historic buildings and take opportunities to enhance the character and appearance of the Conservation Area.
- 6.11 The proposals would meet the statutory tests set out in s66 and s72 of the Planning (LBCA) Act 1990 by enhancing the setting of the listed buildings identified in the vicinity of the site, in particular 16 West Central Street and 43-45 New Oxford Street which are located on the same urban block, and by enhancing the character and appearance of the Conservation Area.

Appendix 1
List Descriptions



CHURCH OF ST GEORGE AND ATTACHED RAILINGS, GATES AND LAMPS

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: CHURCH OF ST GEORGE AND ATTACHED RAILINGS, GATES AND LAMPS

List entry Number: 1272341

Location

CHURCH OF ST GEORGE AND ATTACHED RAILINGS, GATES AND LAMPS,
BLOOMSBURY WAY

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: I

Date first listed: 24-Oct-1951

Date of most recent amendment: Not applicable to this List entry.

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 476747

Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ3081NW BLOOMSBURY WAY 798-1/100/113 (North side) 24/10/51 Church of St George and attached railings, gates and lamps

GV I

Church. 1716-1731. By Nicholas Hawksmoor. Re-ordered 1781, restored 1870 by GE Street and 1972-4 by Lawrence King. Stone faced brick. Rectangular plan of 6 bays. EXTERIOR: principal south facade with hexastyle Roman Corinthian portico on a podium approached by a broad flight of steps. Arched ground floor openings with segmental-headed openings above. To the west a tower (originally providing a conventional west entrance) with recessed arches on 3 sides, clock, tetrastyle portico to each facade of the belfry, surmounted by a stepped steeple terminating in a sculptured statue of George I in Roman attire. North facade, facing Little Russell Street, pedimented, 2 storeys of partly blind arcading on a podium with steps to entrances either side. Podium with 5 square-headed openings with massive keystones. 1st floor with Corinthian pilasters supporting entablature, 2nd with Corinthian half-columns. Lunette in pediment. INTERIOR: now north-south orientated. Paired Corinthian columns supporting an entablature and elliptical arch at the south end, behind which a panelled timber gallery and organ. Vestibule below. East wall with small apse (originally for the altar), the moulded and gilded ceiling decoration of pelican and scallop shell flanked by mitres and croziers with winged cherubs in clouds above by Isaac Mansfield. West wall with round-headed entrance to vestibule in the base of the tower and staircase to small round-headed gallery with wrought-iron balcony (originally for the gentry's servants). Current north chancel emphasised by double elliptical arches on entablatures with paired Corinthian columns. (Hawksmoor's design had galleries between these columns to emphasise the east-west orientation.) Original reredos - an aedicule with Corinthian columns and broken pediment. 5-sided, panelled and carved mahogany pulpit also original. SUBSIDIARY FEATURES: attached cast-iron railings and gates to frontage. Flanking the steps, attached C19 lamps with Windsor lanterns surmounted by cast-iron models of the stepped steeple original design which included lions and unicorns at the base. HISTORICAL NOTE: St George's was sanctioned by the Fifty New

Churches Act of 1711 to relieve parishioners of the northern part of St Giles-in-the-Fields parish from having to cross the notorious Rookery district. The stepped steeple was inspired by Pliny's description of the Tomb of Mausolus at Halicarnassus.

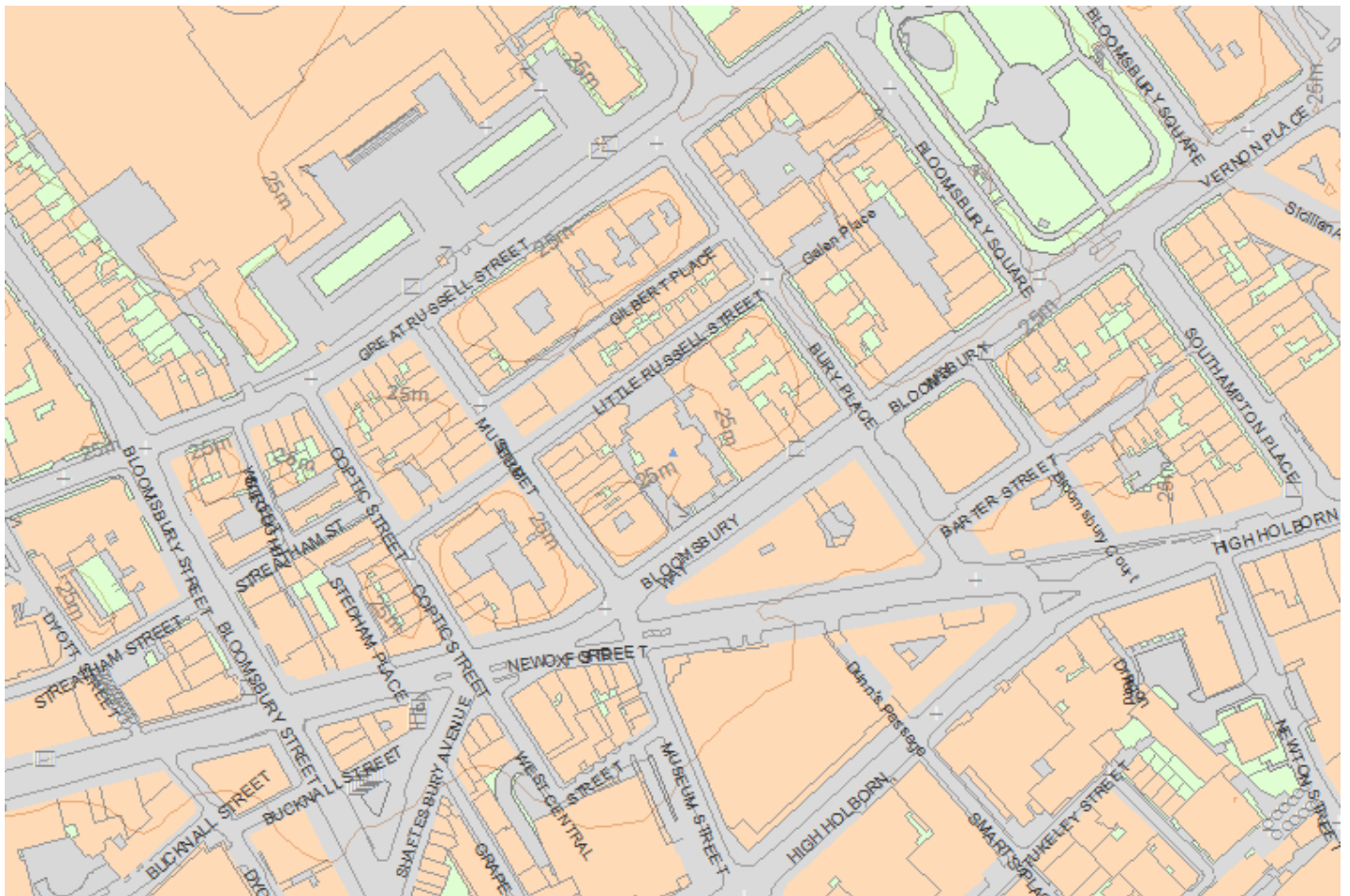
Listing NGR: TQ3021081533

Selected Sources

Legacy Record - This information may be included in the List Entry Details

National Grid Reference: TQ 30209 81536

Map



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THE BLOOMSBURY PUBLIC HOUSE

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: THE BLOOMSBURY PUBLIC HOUSE

List entry Number: 1271630

Location

THE BLOOMSBURY PUBLIC HOUSE, 236, SHAFTESBURY AVENUE

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 11-Jan-1999

Date of most recent amendment: Not applicable to this List entry.

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 477976

Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ3081SW SHAFTESBURY AVENUE 798-1/105/1852 (South East side) No.236
The Bloomsbury Public House

Public house. 1904. By C Fitzroy Doll, surveyor to the Bedford Estate and the local District Surveyor. Red brick with white terracotta decoration, slate roof hidden behind parapet and with massive banded stacks. EXTERIOR: 4 storeys and cellars. Prominent corner site dominated by 2-storey oriel with copper dome over entrance, with single window to Shaftesbury Avenue and 4 to West Central Street. Oriel of white terracotta with hefty mouldings and decorated panels; other windows above ground floor mullion and transom, those to first floor in continuous white surround; the upper windows linked by bands and those in centre of West Central Street composition lowered. Restored ground floor with late C20 fenestration having heraldic glass set in black polished granite surrounds featuring columns with lion capitals. INTERIOR retains 1904 Arts and Crafts style fireplaces to ground and first floors. Open-well staircase with turned timber balustrades and panelled walls. Some panelling to first floor bar and to rear of ground floor bar, which has original cornice behind later bar back but where the bar counter and the fixed seating has been renewed in historicist style.

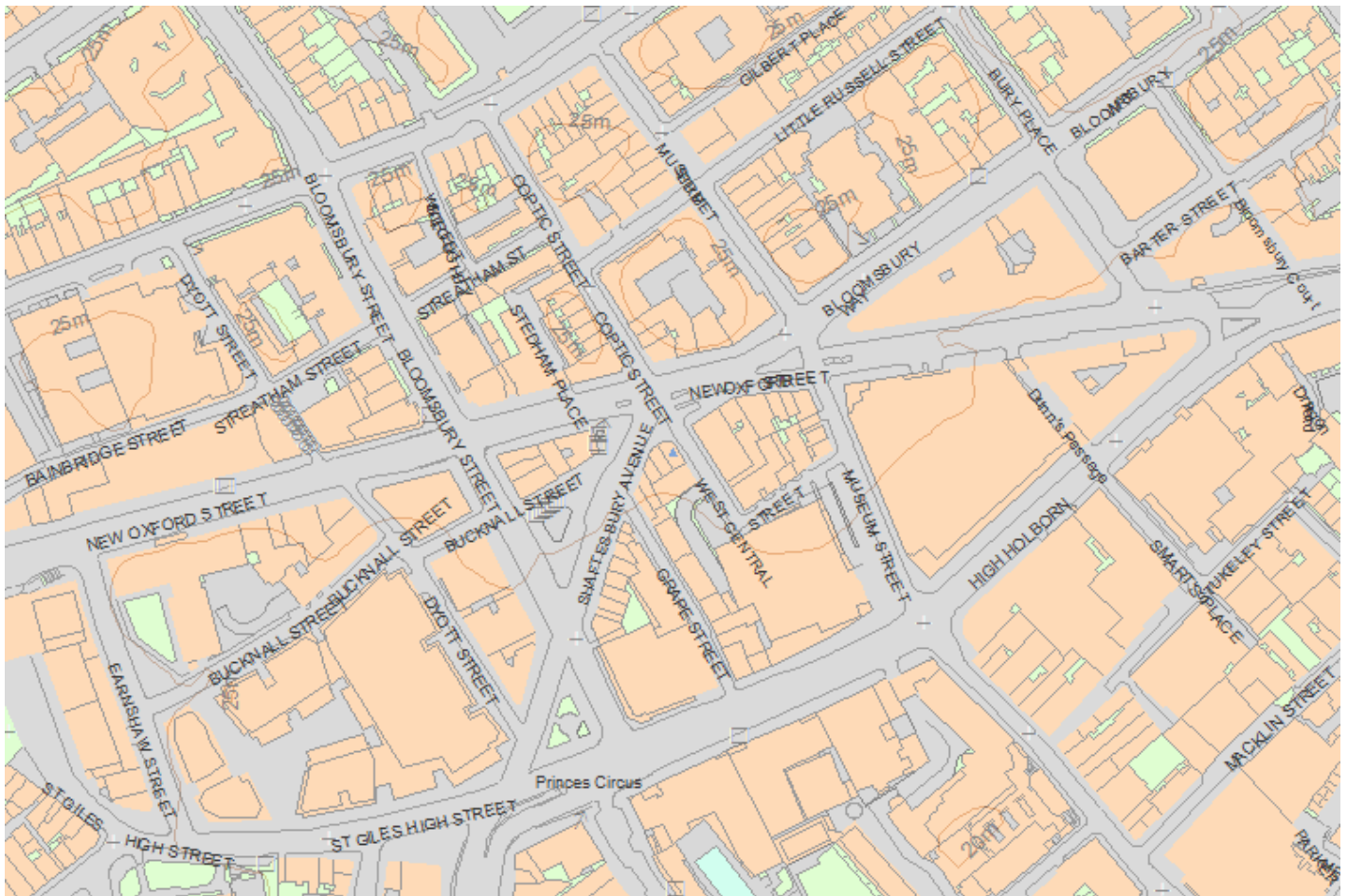
Listing NGR: TQ3014481431

Selected Sources

Legacy Record - This information may be included in the List Entry Details

National Grid Reference: TQ 30142 81434

Map



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61, WEST CENTRAL STREET, 43 AND 45, NEW OXFORD STREET

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: 61, WEST CENTRAL STREET, 43 AND 45, NEW OXFORD STREET

List entry Number: 1113170

Location

43 AND 45, NEW OXFORD STREET

61, WEST CENTRAL STREET

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 11-Jan-1999

Date of most recent amendment: Not applicable to this List entry.

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 477594

Asset Groupings

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List entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ3181SW NEW OXFORD STREET 798-1/105/1887 (South East side) Nos.43
AND 45

GV II

Includes: No.61 WEST CENTRAL STREET. Terrace of shops and offices. 1843-7. Under the direction of James Pennethorne as Architect and Surveyor for Metropolitan Improvements appointed following a House of Commons Select Committee in 1836. Stuccoed brick with banded quoins and rustication, slate roofs. A group of commercial premises on a canted site treated as 2 distinct units. The premises survive well above C20 ground-floor shops, the upper floor having sash windows with small-paned glazing bars in moulded architrave surrounds, under heavy cornices and parapets, that to No.45 with balustrade. No.45 has arcaded first floor fenestration, which continues along return to West Central Street on ground floor also. INTERIORS not inspected. The group is the most prominent intact survival of Pennethorne's most important Metropolitan Improvements Commission for the Commons Select Committee. (Tyack G: Sir James Pennethorne and the Making of Victorian London: Cambridge: 1992-: 50-64).

CAMDEN

TQ3181SW WEST CENTRAL STREET 798-1/105/1887 No.61

GV II

See under: Nos.43 AND 45 NEW OXFORD STREET.

Listing NGR: TQ3016781438

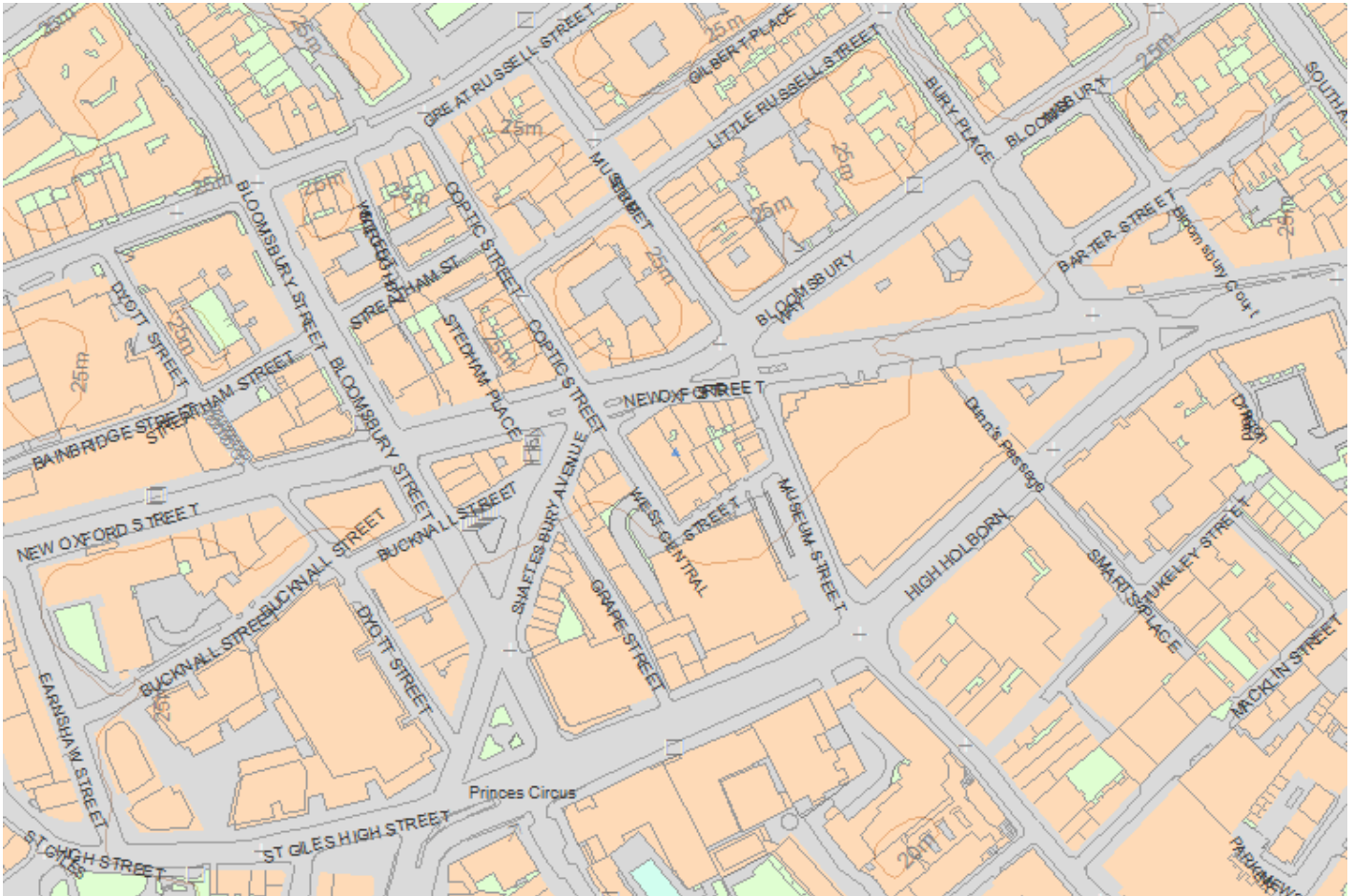
Selected Sources

Books and journals

Tyack, G, Sir James Pennethorne and the Making of Victorian London, (1992), 50-64

National Grid Reference: TQ 30167 81438

Map



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Appendix 2
Conservation Area Maps