



Arthur Stanley House

Tottenham St WC1

Heritage statement

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1. Introduction

- 1.1. This heritage statement identifies the heritage context of Arthur Stanley House, Tottenham Street WC1, and evaluates the impact of the proposed redevelopment of this former hospital outpatients building on its historic setting. It supports the planning application to be submitted by Temple Group on behalf of University College London Hospital Charity.
- 1.2. It is informed by the LB Camden Charlotte Street Conservation Area Appraisal and Management Plan and other guidance issued by the Council and English Heritage. The evaluation of historic significance uses the heritage values approach advocated by English Heritage in its *Conservation Principles, Policies and Guidance* (2008). The evaluation of impact is informed by further English Heritage guidance provided in *The setting of heritage assets* and *Seeing the History in the View* (both 2011).

2. The historic context

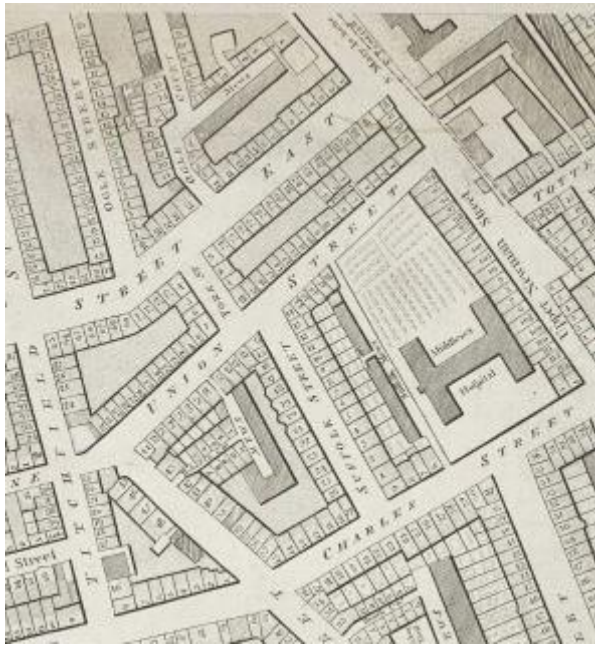
- 2.1. The existing building stands at the heart of the area now popularly known as Fitzrovia, between Upper Regent Street and Tottenham Court Road, and between Oxford Street and Euston Road. The history of the area is well-documented and is summarised in the Council's Conservation Area Assessment. This Statement draws on that summary to identify the historically significant features of the area that may be affected by the proposed development and evaluate its impact.
- 2.2. The development site sits within an area of low archaeological interest. The ground survey also submitted with the planning application shows that the existing building stands on made ground comprising builder's rubble and other material. It has two floors below ground level at present. The redevelopment will involve the sinking of some new piles but is unlikely to harm any archaeological heritage assets.

- 3.1. The Conservation Area Appraisal records the early residential development of the area from 1750 to around 1770, following the construction of the New Road (now Euston Road) to the north. It had previously been open land owned at that time by Henry Fitzroy, Duke of Grafton.



Rocque's map of London 1746, with approximate position of Arthur Stanley House

- 3.2. This was a rapid transformation of an area which Rocque's 1746 Map of London shows to be in pasture and horticultural use, but which by the time Horwood produced his map in 1799, was almost entirely developed,



Horwood's map of London 1799 site of ASH in top right- hand corner

- 3.3. The original Georgian terraces were laid out in a grid along streets and around squares – a form similar to that established in Bloomsbury to the east, that has influenced the form of development ever since. Behind the main streets, mews provided the stabling, storage and services for the principal dwellings.
- 3.4. Many of the original buildings remain, with Fitzroy Square the most intact example of the fine houses built by Charles Fitzroy to designs by Robert Adam and his brothers in the final decade of the Eighteenth Century. The surviving Georgian houses in the immediate vicinity of Arthur Stanley House were more modest and most have been substantially repaired and altered. The terrace opposite the site has rebuilt facades, apart from No 37, on the corner of Goodge Place, which is listed Grade II.

- 3.5. The area on the north side of Tottenham Street, and around Tottenham Mews, of which Arthur Stanley House now forms a part, was predominantly an area of workshops and other businesses behind the more modest houses as the 1799 and 1870 maps shows. The largest use, for over a century, was a foundry and metalworks, on part of the site of which Arthur Stanley House stands.



OS extract c.1870 and approximate position of Arthur Stanley House

- 3.6. The character of the area to the west of Arthur Stanley House changed substantially during the late Nineteenth Century as the Middlesex Hospital campus was expanded to the north of Goodge Street. Terraces of houses were replaced by large hospital blocks, although these were still contained by the original road layout. The main hospital campus grew over a period of around 100 years mainly on land within the City of Westminster, but the Cleveland Street Annexe was an important extension.

- 3.7. Ancillary services, nurse's accommodation and other facilities associated with the hospital expanded eastwards as its teaching responsibilities increased in association with University College Hospital, and it continued to grow into the Twentieth Century.
- 3.8. During the Twentieth Century, and in particular after extensive bomb damage during World War II, development was undertaken throughout Fitzrovia on a larger scale and to a greater height. Student accommodation and office developments were typically provided in five to eight storey blocks, and with footprints extending the length of a former terrace and, in some cases, complete blocks.
- 3.9. This form of development is predominant in the area north of Arthur Stanley House. The Fitzroy Area Action Plan (see *Section 6* below) differentiates the Howland Street and Charlotte Street Character Areas. The former includes Arthur Stanley House and reflects the Twentieth Century redevelopment of Fitzrovia, while the latter retains more of the smaller scale Georgian character.
- 3.10. Arthur Stanley House, built in 1962/3 on a site previously occupied mainly by the foundry, reflects this later character. It was built to serve the hospital and provided orthopaedic outpatient services, pathology laboratories, and a hydrotherapy pool in the upper basement. It later also accommodated a large boiler house that provided heat for the main hospital. These hospital services have been re-accommodated in the new University College Hospital on Euston Road and the Middlesex Hospital campus has been redeveloped. Arthur Stanley House became redundant in 2005.

4 Heritage assets

- 4.1. The primary heritage assets in the vicinity of Arthur Stanley House are the Charlotte Street and Charlotte Street West Conservation Areas (the latter being in the City of Westminster). These were designated in 1974 and 1982 respectively and both have been subsequently extended.

- 4.2. Arthur Stanley House stands in the 1999 north-west extension of the Charlotte Street Area that embraced the Strand Union Workhouse in Cleveland Street (now listed at Grade II) and the surrounding Middlesex Hospital annexe which is entered in the LB Camden Local List.



View towards ASH (not visible) from Cleveland Street. Listed Strand Union Workhouse on left, locally listed Middlesex Annexe centre-right

- 4.3. A Conservation Area Appraisal and Management Plan for the Charlotte Street CA was adopted by LB Camden in 2008, superseding a Conservation Area Statement published in 1996.
- 4.4. There are individually listed heritage assets within the Conservation Areas. None of these will be directly affected by the proposed redevelopment of Arthur Stanley House, but it will be visible within the settings of some of the listed assets. One listed building is immediately opposite the development site, and a number at greater distance within the settings of which the new building will be visible.

- 4.5. A heritage audit carried for Camden Council in 2008 identified the properties on the south side of the western part of Tottenham Street as positive contributors to the character of the Conservation Area. The other remaining properties on the north side, adjacent to Arthur Stanley House are similarly acknowledged, including the pre-World War II Cleveland House, which encloses the application site to the north and west. The rear of this building, much of which is now a car park, is of no significant heritage value.



*Georgian terraces on south side of Tottenham Street with later facades.
Listed No 39 on near corner of Goodge Place*

- 4.6. 39 Tottenham Street is a Grade II listed Georgian end of terrace house with ground floor shop at the corner of Goodge Place. Unlike its neighbours it retains much of its original main elevation and part of its London roof and has a 19th Century corner shopfront. This building and the rest of the terrace of which it forms a part represent the original Eighteenth Century character of the area. Arthur Stanley House is of a very different form, and its eight above-ground floors have overlooked and dominated these buildings for the past half-century.

- 4.7. Two Georgian terraces in Goodge Place to the south of Arthur Stanley House are listed at Grade II with generally intact facades, railings and ironwork and some internal features.
- 4.8. The Grade II* listed BT (formerly Post Office) Tower is an iconic feature of the London skyline, completed in 1964. It is clearly visible in street views around Arthur Stanley House (to which the CA Appraisal refers) and from the upper floors of the building. There is now limited public access to the former revolving restaurant towards the top of the Tower, but there are views from this of the surrounding area from which its original layout and successive redevelopment can be appreciated. Arthur Stanley House is clearly visible in this view. The other important views identified in the CA Appraisal do not include Arthur Stanley House.
- 4.9. The existing boiler house chimney intrudes, marginally, into the GLA London Plan's protected view of the Houses of Parliament from Parliament Hill Fields. However, the chimney is to be removed by Spring of 2015.

5. Evaluation of historic significance

- 5.1. The layout of Fitzrovia is illustrative of the nature of residential development in London in the mid- to late-Eighteenth Century. This layout is largely intact, and the primary and secondary streets, mews and alleys sustain this historic heritage value. Many Eighteenth Century buildings also survive, although most have been modified and adapted over time to reflect changing uses, lifestyles and living standards. Their scale, classical proportions and traditional materials are still illustrative of the area's Eighteenth Century origins. Characteristic features are four storey facades above basements in stock brick (earlier yellow and later red) and stucco, iron railings, terraces with continuous parapets screening London roofs, vertical sash windows in reveals (for fire protection), and entrances with elaborate doorcases and fanlights. Surviving original and good quality later features provide a valuable record of the area's past and original character, importance and function.

- 5.2. The mix of commercial uses in the ground floors of the surviving Georgian buildings is illustrative of the changing nature of the area through the Nineteenth Century. Original occupiers moved further west as new residential areas were developed, the status of the area slipped and large numbers of European immigrants and artisans colonised the large houses, subdividing and adapting them.
- 5.3. In the immediate vicinity of Arthur Stanley House, the original character of the area is illustrated by the terrace of houses opposite, although most of these have later facades and roof extensions, and have been converted to business uses on the ground floor. Together they illustrate the historic character of the street, and although modified, with rebuilt facades and some attic extensions, they offer evidence of the evolution of the area during the Nineteenth and Twentieth Centuries.
- 5.4. Goodge Place, running south from Arthur Stanley House, is recognised in the Conservation Area Appraisal as being representative of the original Georgian character of the area, although even here there has been some modification and redevelopment. The existing Arthur Stanley House closes the view north along Goodge Place with a distinctly different scale and form which detracts from this Georgian scale. It has little impact on the appreciation of the fine Georgian details of the entrances doorcases, fanlights, railings and other ironwork.
- 5.5. Tottenham Mews, immediately east of Arthur Stanley House has been in industrial use at least since the Nineteenth Century and the workshop and warehouse buildings which predominate on the east side are associated with and illustrative of such uses from that time onwards.
- 5.6. The changes in the Nineteenth Century attracted growing bohemian and artistic communities that found relatively cheap accommodation centrally located, at the time rapidly growing in economic and cultural importance.
- 5.7. This locational advantage has subsequently attracted commercial enterprises. The consequent rise in land and property values has squeezed out the bohemian and /artisan communities, but the diverse mix of cafés, restaurants and public houses is still supported by the working population and their communal heritage value to the area is sustained.
- 5.8. The occupancy of the area by artists, writers, musicians and other figures of note is well-recorded. This associative heritage value is not lost as the physical character of the area changes.
- 5.9. The large scale hospital and associated buildings which are now being replaced not only illustrated a further phase in the historic relationship of the area with the rest of Central and outer London, but established a communal heritage value that is still reflected in the health service uses that remain in the wider area.
- 5.10. The two large hospitals in the area, Middlesex and UCLH, have had an important influence on the character of the immediate area. Their buildings are now being replaced by higher density commercial and residential development as hospital activity is concentrated further east with the new UCLH. The teaching function of the hospitals, and the presence of the University of London to the east, led to the construction of student and other hostel accommodation.
- 5.11. These mainly 1960s buildings, often occupying an entire block, add a distinctive character of the relatively recent past to the aesthetic heritage value of the area, typically with brick facades with stone/concrete detailing (several being the work of the Architect Ralph Tubbs). Such uses also reinforce the young, transient and multi-cultural communal heritage value which dates from the early Nineteenth Century.
- 5.12. The most recent redevelopments, using modern materials and technology have introduced a greater variety of elevations. New buildings are generally higher; notably on the redeveloped hospital site to the west, in the WCC Charlotte Street West Conservation Area, which rises to 10 storeys.



View north from roof of ASH showing BT Tower, Euston Tower, Wellcome Sainsbury building and late- C20 commercial development. Tottenham Mews bottom-right.



Current and Twentieth Century high density buildings to north and west contrast with surviving Eighteenth Century to south and east. Arthur Stanley House middle-right

- 5.13. Redevelopment of the area over time has increased the scale and density in parts but there are still few buildings over eight floors. Arthur Stanley House is one of the taller buildings in the area, although the recently completed Sainsbury Wellcome building to the north is higher. Only the BT (formerly Post Office) Tower, Euston Tower outside the area to the north, and Centre Point to the south are substantially higher. All of these are now listed.
- 5.14. The extensive and varied area that is embraced by the extended Charlotte Street Conservation Area boundary reflects the illustrative historic significance of the diverse physical character of this part of Fitzrovia and the continuing relevance of the communal heritage value of the diverse communities that have occupied the area over time.

6. The heritage policy context

6.1. The Council’s Core Strategy was adopted in 2010. Policy CS 14 aims to *“promote high quality places and conserve the heritage of Camden, respecting local character, setting and context and the form and scale of neighbouring buildings”*.

6.2. Within the Council’s Local Development Framework, Policy DP24 Securing high quality design states:

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.*

6.3. Policy DP 25 Conserving Camden’s heritage states:

The setting of a listed building is of great importance and should not be harmed by unsympathetic neighbouring development. While the setting of a listed building may be limited to its immediate surroundings, it often can extend some distance from it. The value of a listed building can be greatly diminished if unsympathetic development elsewhere harms its appearance or its harmonious relationship with its surroundings. Applicants will be expected to provide sufficient information about the proposed development and its relationship with its immediate setting, in the form of a design statement. The Council will therefore only grant planning permission for development in Camden’s conservation areas that preserves and enhances the special character or

appearance of the area. The character of conservation areas derive from the combination of a number of factors, including scale, density, pattern of development, landscape, topography, open space, materials, architectural detailing, and uses. These elements should be identified and responded to in the design of new development. Design and Access Statements should include an assessment of local context and character, and set out how the development has been informed by it and responds to it.

6.4. The LB Camden Charlotte Street Conservation Area Appraisal and Management Plan provides an analysis of its historic significance and the evidence of this in its remaining buildings, structures and spaces. The focus of the WCC Statement is further west, but provides information on the successive stages of development of the Middlesex Hospital, with which Arthur Stanley House was associated.

6.5. Arthur Stanley House stands close to the boundary of these two designated areas that cover what was originally a contiguous housing area. The conservation areas aim to protect what remains of the historic character of the area. The general street layout is intact, and current redevelopment is recreating some of the minor public routes that have been built over in the past.

6.6. In the Camden appraisal Arthur Stanley House is *“currently identified as a detractor in the conservation area appraisal as a result of its scale and bulk and offering an opportunity to provide a more sensitive replacement more consistent with the character of the conservation area”*.

6.7. The LB Camden Fitzrovia Area Action Plan helpfully draws together the relevant planning policies and interprets them in the local context. It identifies key aspects of Fitzrovia’s character as including:

- a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings;*
- a significant residential community, a large number of jobs based in the area, a substantial student population and a lack of affordable homes;*
- a contrast between busy commercial streets including Tottenham Court Road and quieter, more residential areas;*

- *a dense urban feel and limited public open space, relieved by some relatively broad tree-lined streets and long views;*
- *numerous heritage assets, including Georgian terraces with a harmony of height, windows and materials, contrasting with a variety of modern scales and styles;*
- *formal squares and grid pattern streets intersected by mews passages and walkways; and*
- *a fine-grain of small buildings interrupted by mansion blocks, institutional buildings, hotels, and office blocks*

6.8. Arthur Stanley House stands in the Howland Street Character Area of the Area Action Plan which “...suffered extensive damage during the Second World War and as a result the area is predominantly developed with post-war steel and concrete buildings. The scale and grain is significantly larger than the rest of Fitzrovia, and building heights around 5-7 storeys”.

- 6.9. Part 5 of the Area Action Plan The Council expects development in Fitzrovia to be designed to contribute to a high quality place , including:
- *respecting local character, setting and context and the form and scale of neighbouring buildings (policies CS14, DP24);*
 - *respecting the character and proportions of any existing buildings to be retained on site (DP24);*
 - *using high quality materials (DP24);*
 - *providing visually interesting frontages at street level that are well-related to the upper floors, the street and any forecourt or light well (DP24, DP30);*
 - *preserving and enhancing heritage assets and their settings (CS14, DP25);*
 - *etc....*

It advocates urban design principles, including:

- *New development should respond positively to the prevailing form of nearby buildings and frontages in terms of scale and grain, particularly listed buildings, and buildings, spaces, and other features identified as making a positive contribution to the conservation areas.*
- *New built form should reflect the area’s human scale, its sense of enclosure and be built to define the traditional street block*

6.10. The proposed redevelopment of the Arthur Stanley House site accords with all policies relating to the historic character and urban quality of its setting. The reshaping and refacing of the remaining structure will accord with those policies that seek to improve the visual qualities of the area and the setting of heritage assets. It will in particular address the Charlotte Street CA Character Appraisal’s identification of Arthur Stanley House as a detractor, by reducing its apparent bulk and scale through careful remodelling of its façade and outline.

7. Impact of development on historic significance.

7.1. The proposed development involves the stripping back of the existing building to its eight–storey concrete frame above ground level. The basements will be cleared and the boiler house and chimney and other ancillary features at the rear will be demolished. This provides an opportunity to address the Conservation Area Appraisal’s concern that building detracts from the character of the area. While the overall height will remain the same, the outline of the building will be different. The loggia on the Tottenham Street façade will be removed and the top (eighth) floor set back to reduce its impact in long views along Tottenham Street.

7.2. The reconfiguration and redevelopment of the site will transform the appearance of the main elevations. The south and east elevations, open to public views will be remodelled and refaced. The larger part of the south elevation will be faced in a red/brown stock brick similar to that of local buildings up to the fifth floor. The sixth floor and the eastern end of this elevation will be in a lighter brick set back from the main façade to reduce the visual scale of the building. Windows will set in deep reveals to add shadow to the façade and break up the strongly horizontal rhythm of the existing façade. Inset brick piers within these openings add a further vertical emphasis more in keeping with the regular rhythm of windows in reveals of the historic terraces of Tottenham Street and Goodge Place.

7.3. The return elevation on Tottenham Mews will be in the lighter brick. The corner will be opened up with recessed balconies behind glazed screens to reduce the apparent bulk of the building and add interest and amenity while maintaining the regular grid form of the building and an uncluttered façade.

- 7.4. The boiler house and present portakabin accommodation will be replaced by a four-storey residential block with proportions similar to those of the Georgian terraces of the wider area and to the Nineteenth Century and later buildings on the east side of Tottenham Mews, opposite. The upper floors will be set back to align with the adjacent proposed day hospital development, provide amenity space and avoid overshadowing the properties opposite. The demolition of the chimney will remove this discordant feature and clear the minor intrusion into the view corridor of the Houses of Parliament from Parliament Hill Fields.
- 7.5. The present boundary wall and unsightly security in Tottenham Mews will be removed to accommodate a new pedestrian route northwards, and will be replaced by an active residential frontage appropriate to the historic context. In the lighter brick of the main east elevation, this will be appropriately subordinate to the main building and will form a continuous elevation to the mews with the proposed day hospital, re-enclosing the narrow historic street.
- 7.6. The building will remain a dominant feature in views along Tottenham Street and Goodge Place. The modulation of the façade will however temper the impact of the building on the setting of nearby listed buildings and it will stand more comfortably in the broader historic context of the Conservation Area.
- 7.7. The evolution of the design has combined modelling of the main (south) elevation, with deep reveals within the brick façade, with the setting back of the eighth floor and framing in stone and glass to reduce the apparent bulk of the building. In views from the south, the regular rhythm of double height deep reveals will reflect better the rhythm of the fenestration of the Georgian terraces, also set within reveals.
- 7.8. In longer views east and west along Tottenham Street, this modelling, and the creation of recessed balconies on the corner of the building will add visual interest and reduce the apparent volume without increasing the dominance of the building in the closest views.

7. Conclusion

- 8.1. The historic character of Fitzrovia is derived from its Georgian residential origins and the neo-classical principles that guided its layout, built form and detailing. This has been much modified over time, with successive architectural styles and increasing variety of uses reflecting the role of the area as a part of London's Central Activities Zone.
- 8.2. The existing Arthur Stanley House is in scale and form representative of the post-war Twentieth Century development of Fitzrovia, and in particular the Howland Street character area as defined by the Fitzrovia Area Action Plan, within which it stands. The quality of its elevation does not match the standard of the best, and the boiler house and chimney at the rear is utilitarian at best. It is considered by the Charlotte Street Conservation Area Appraisal to detract from the historic character of the area, particularly the generally lower, older buildings to the south.
- 8.3. The changes at roof level will reduce the apparent bulk of the building views from Goodge Place and Tottenham Street. The use of two contrasting brick colours on different planes will add interest and reduce the apparent size of the main façade in these views and introduce a stronger vertical rhythm appropriate to its setting.
- 8.4. Windows in deep reveals will acknowledge the historic patterns of the Georgian terraces with vertically-proportioned windows in reveals.
- 8.5. The redevelopment at the rear of the main building will replace an eyesore and provide appropriately scaled new building to recreate the enclosure of the west side of the Mews.
- 8.6. In terms of the criteria recommended by English Heritage for evaluating the impact of development on the views of heritage assets, the development will have a low beneficial impact, enhancing to a minor extent the heritage values of the heritage assets in the view.