



9 - 13 GRAPE STREET

LONDON BOROUGH OF CAMDEN

7th April 2016

CONTENTS

1.0 Introduction and Current Site Plan1

2.0 Site Context.....2

3.0 History of the Site & Context3

4.0 Analysis of the Existing Building & Site Surroundings7

5.0 Design Quality.....13

6.0 Listed Buildings15

7.0 Bloomsbury Conservation Area – London Borough of Camden19

8.0 Non-Designated Heritage Assets21

9.0 Planning Policy.....23

10.0 Townscape & Visual Assessment.....25

11.0 Conclusion32

Appendix I: AVR Methodology: AVR London.....33

Important Note: Images in this document have fine detail and high resolution photographs and are always printed by Richard Coleman Citydesigner to the highest standards. Original copies are identified by Citydesigner's dichroic hologram. Original printed copies may be available to view at the relevant Local Planning Authority offices. Photocopies or electronic file printouts should not be relied upon.



1.0 INTRODUCTION

- 1.1 This report is the result of historic research and assessment carried out by Richard Coleman Citydesigner for a planning application to be made in respect of 9-13 Grape Street. It includes the general history of the site and surroundings and sets out the status of the heritage assets.
- 1.2 It begins with a sequence of historic maps documenting the evolution of the site over time followed by descriptions of relevant listed buildings and character zones within the Bloomsbury Conservation Area. This is followed by photographs of the site and surroundings, which illustrate the characteristics of Nos 9-13 Grape Street. The potential for change and extension is then considered.
- 1.3 An application was consented in March 2015 (2015/069/P) for the erection of a roof extension and change of use from office and photographic studios (Class B1), gym (Class D2) and gallery (Class D1) to 6 (4 x 2 bed and 2 x 3 bed) residential units (Class C3), with either retail (Class A1) or office (Class B1) on lower ground and ground floor, replacement of roof-top plant and associated works. This document updates the contribution the consultancy made to that project for the purposes of the current application.
- 1.4 The scheme developed for this application intends to convert the existing building from its current single tenant suitable sui generis use into use Class B1 accommodation at all levels, which will provide a building that will satisfy the needs of its future occupiers. The scheme is fully assessed at section 5.0 and its effect on listed buildings, character and appearance of conservation areas, non-designated heritage assets, planning policy, and the townscape generally, is therefore assessed in sections 6.0, 7.0, 8.0, 9.0 and 10.0 respectively.



Fig. 1.1: Current aerial view, showing the site outlined in red. Google 2013.

2.0 SITE CONTEXT

- 2.1 The development site discussed in the following report is 9-13 Grape Street, the area covered by the site is outlined in red in Fig. 2.1. It is located within the London Borough of Camden. The site is located in the Bloomsbury Conservation Area and within this, the Bloomsbury Conservation Area Sub Area 8.
- 2.2 The buildings located on the development site are not listed, but are included on the local list for Camden as unlisted buildings of merit. More is outlined on this in section 6.0.
- 2.3 The main streets and access routes surrounding the site are Shaftesbury Avenue, High Holborn, New Oxford Street and West Central Street (to the rear).



Fig. 2.1: Current OS Map showing the development site outline showed in red.

3.0 HISTORY OF THE SITE AND CONTEXT

- 3.1 The development site fell within the parish of St Giles in the 16th century and belonged to the Hospital of St Giles until its dissolution. The Survey of London (Vol. 5, 1914) refers to a property called 'The Vyne', a vineyard which belonged to the hospital, on the north side of High Holborn. Vine Street later marked the site of The Vyne.
- 3.2 Vine Street appears as a distinct street going no further north than Thorney Street on Horwood's map of 1799 (Fig.3.2). No numbers appear on the Horwood maps, which show the buildings as non-residential.
- 3.3 Yardley, the long-established and upscale soap company, had premises at no. 7 Vine Street in the 1860s. The equally famous gin distillers Tanqueray were also based there in the 1870s. Charles Tanqueray established his Bloomsbury Distillery here which thrived until it merged with Gordon's in 1898, when production moved to Finsbury. In the 1880s Vine Street was cut shorter at the north end by the construction of Shaftesbury Avenue, King Edward Mansions were built on the corner with Shaftesbury Avenue in the early part of the century. It was renamed Grape Street in 1905 (Camden History Society, Streets of St Giles, 2000). Grape Street is truncated and re-aligned version of earlier Vine Street.
- 3.4 Queen Alexandra Mansions (Grade II listed) to the east of Grape Street was 'almost certainly' built by Charles Fitzroy Doll (according to its listing description) in 1902-8 who was surveyor to the Bedford Estate and also twice mayor of Holborn (1904-5 and 1912-13). It lies to the north of the development site at 9-13 Grape Street. To the west of the street are the King Edward Mansions (also by C.F.Doll, Grade II listed) which were originally built as mansion flats, became offices owing to WWII and returned to offices thereafter. Doll also built the Bloomsbury public house on the corner of New Oxford Street and West Central Street, onto which the rear of 9-13 Grape Street faces, across a vacant site.



Fig. 3.1: 1815, Plan of the Parish of St Giles and St George's Bloomsbury.

3.0 HISTORY OF THE SITE AND CONTEXT (CONTD.)

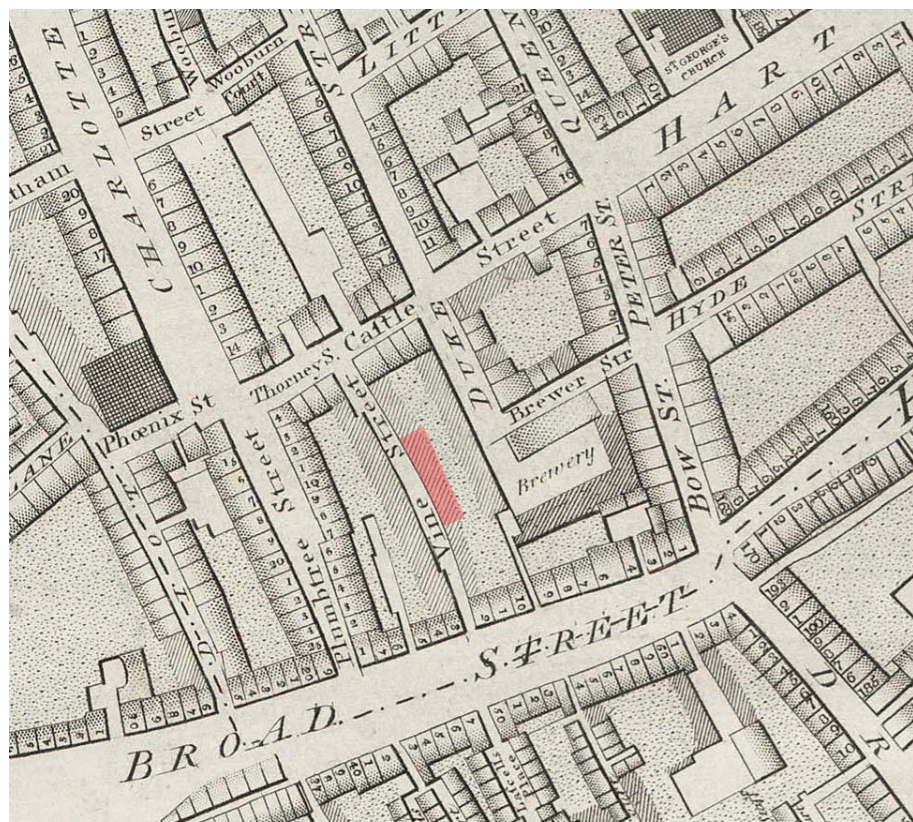


Fig. 3.2: 1792-9 Horwood Map.

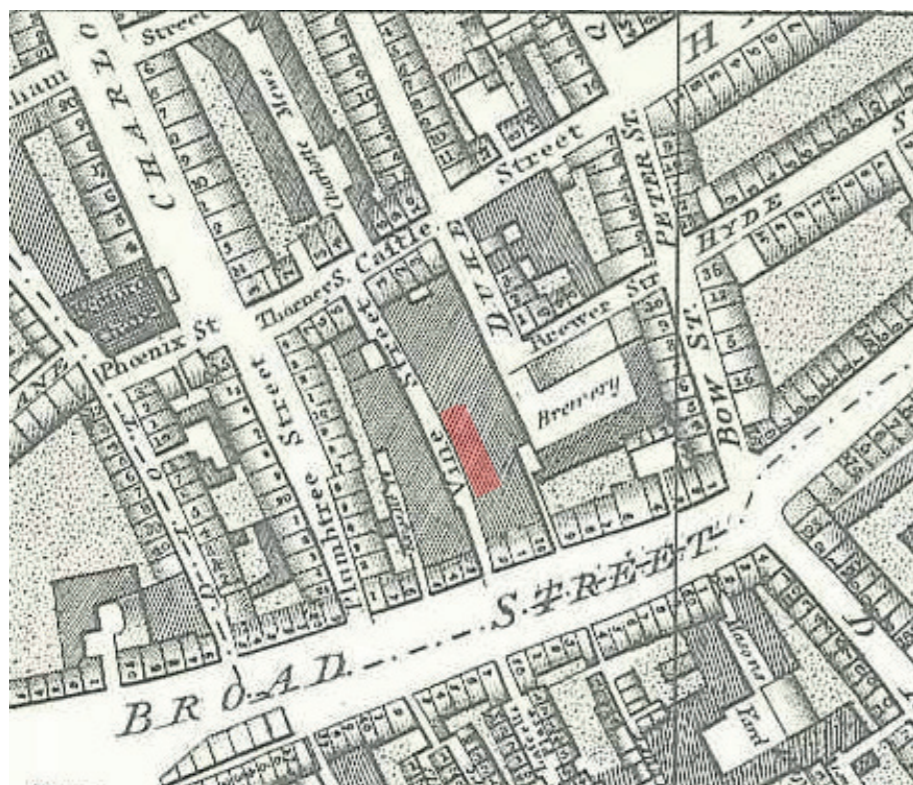


Fig. 3.3: 1813 OS Map.

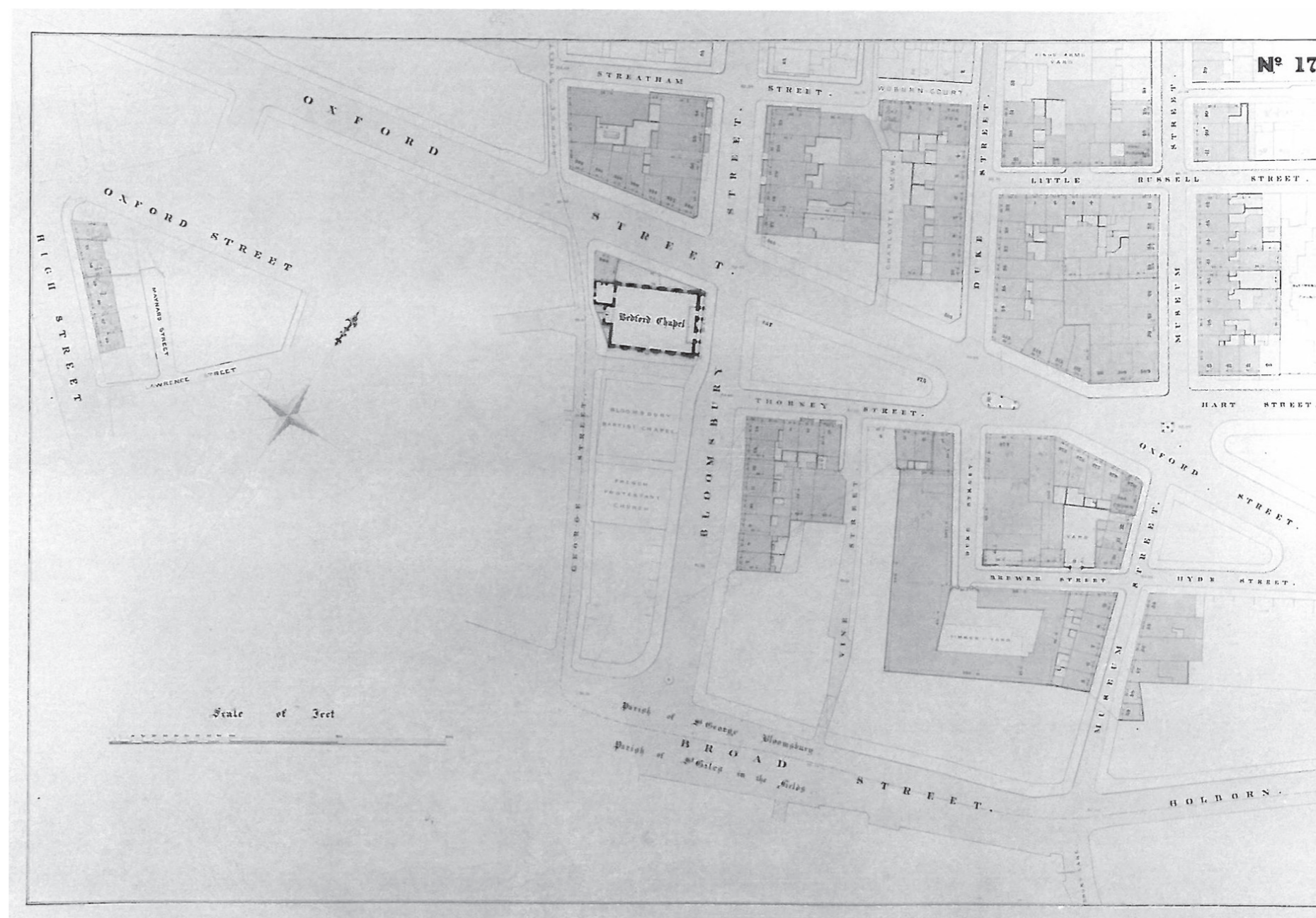


Fig. 3.4: Plan from the 1866 Survey of the Bloomsbury Estate (page 17), shows that 9-13 Grape Street was not part of the Duke of Bedford estate although the adjacent grade II listed Queen Alexandra Mansions (see listed building description) were built by Charles Fitzroy Doll, who was surveyor to the Bedford Estate and the local District Surveyor. Planning approval letters which include 9-13 Grape Street as part of the application, dated 1900 and 1903 show Robert J Worley as the architect on behalf of the Shaftesbury Avenue Freehold Land Syndicate Limited. A drainage form from 1906 shows an application made for 9-13 Grape Street.