

**HERITAGE STATEMENT FOR ALTERATIONS AND ROOF LEVEL
EXTENSION AT 9 GOODGE STREET, LONDON W1T 2PE INCLUDING
DEMOLITION WITHIN A CONSERVATION AREA.**

**TO ALTER AND EXTEND 3 X 1 BED APARTMENTS TO FORM 2 X 1 BED,
1 PERSON, APARTMENTS AND 1 X 2 BED, 4 PERSON APARTMENT.
RETENTION OF EXISTING GROUND FLOOR BETTING SHOP AND
BASEMENT CELLAR.**

1.0 Introduction

2.0 The Building and its Surroundings

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1.0 Introduction

- 1.1 This report supports the conservation area and planning application for proposals affecting 9 Goodge Street, London W1T 2PF and provides a detailed description of the existing building and an assessment of its heritage significance.



Site location plan

- 1.2 9 Goodge Street, which is a vibrant street of mixed uses, lies on the south side of Goodge Street at its eastern end, bordering Tottenham Court Road and the West End. It lies within the Charlotte Street Conservation Area, at its eastern boundary with the Bloomsbury Conservation Area and the building is identified in the conservation area appraisal as a 'positive contributor'.
- 1.3 The contribution the building makes to the Conservation Area has been compromised by alterations to the building's front elevation and damage it has suffered.
- 1.4 It is proposed to rebuild 9 Goodge Street above ground level, whilst retaining and repairing the front façade, and add a new mansard roof with dormer windows over, with new accommodation behind.
- 1.5 The net result of the proposed scheme in heritage terms is very obviously enhancement over the present situation. The scheme will regenerate a dilapidated building in an important thoroughfare in Fitzrovia, creating a well-designed building commensurate with the character and scale of the street and the adjacent buildings. The character and appearance of the two conservation areas will be very positively improved. The interior layouts and the rear elevation will be much improved.
- 1.6 For these reasons, the proposed scheme is consistent with local and national planning policy and guidance for development affecting heritage assets as set out in this report and the Design & Access Statement.

- 1.7 The purpose of the report is to assess the proposed development against local and national policies relating to urban design and the historic built environment and should be read in conjunction with the drawings and Design & Access Statement that also form a part of this application.

2.0 The Building and their Surroundings

The Area

- 2.1 Tottenham Court Road takes its name from Tottenham Court, the Tottenham manor house that stood north of the Euston Road and forms the first part of the main historic route from central London to the former outlying village of Hampstead.
- 2.2 Since the middle of the 19th century the street between the junction of Oxford Street and the Euston Road has been almost exclusively commercial in character. Its earliest buildings date from this period, and most remaining older buildings are pre-First World War. A substantial proportion of the street consists of modern office and retail buildings that were built after the Second World War.
- 2.3 In the 20th century a number of department stores and warehouses were built which replaced earlier terraces. This character has, in turn, been replaced with the more modern and retail nature of the street.

The History of the Area and the Site

- 2.4 The ground around Tottenham Court Road and Goodge Street was agricultural land and formed part of Tottenham manor, prior to the middle of the 18th century but by 1746 (time of Rocque's Map), parts of the eastern side of Tottenham Court Road had begun to be built upon. This shows that the area close to the junction of Goodge Street was still largely undeveloped though within 50 years the whole of Tottenham Court Road had been developed along with many of the smaller streets and courtyards behind it.



Rocque's 1746 map showing the open ground on either side of Tottenham Court Road and the track that became Goodge Street.

- 2.5 The area, later called Fitzrovia, was largely laid out in 1750-1800, and mostly comprised 3- and 4-storey, terraced townhouses, similar to those in Bloomsbury, nearby. However, development in the area was not co-ordinated and had no uniformity of style. In the early 1750s, the development of the Euston Road to the north provided the main impetus to development in the area.



OS Map, 1893-96, of the junction between Tottenham Court Road and Goodge Street showing development in the area.

- 2.6 9 Goodge Street dates from this very first phase of development in the second half of the 18th century. Whilst there was some bomb damage in the area during the Second World War, the area around Goodge Street appears to have suffered less than other parts of Tottenham Court Road though 5-7 Goodge Street was so badly damaged that the property was demolished and a single-storey retail premises built in the shell.
- 2.7 The area was primarily residential when it was developed though Goodge Street contained some shops from the latter 18th century. Today Tottenham Court Road and Goodge Street are important shopping streets.
- 2.8 Goodge Street was previously the site of a weekend fruit and vegetable market and during the 19th century shops were established in the ground floors of some of the 18th century terraced houses and it was an important retail street for the residents of Fitzrovia during the 19th and 20th centuries.



South side of Goodge Street, Tallis 1838-40

- 2.9 Today, many of the buildings retain their 18th century frontage with a range of styles dating from the last 170 years and this area feels more like a 'neighbourhood' than a central London shopping district.
- 2.10 Tallis' view of London streets from 1838-40 shows the terrace of shops with 3 storeys above including no. 9 with its original shop frontage and rendered window surrounds above ground floor level.



Extract from Tallis' view of the South side of Goodge Street

2.11 Since it was built more decorative mouldings have been added to the front of the building, which detract from the original character of the Georgian construction.

The significance of the existing building

2.12 9 Goodge Street is in the Charlotte Street Conservation Area, at its eastern boundary with the Bloomsbury Conservation Area and is identified in the conservation area appraisal as making “a positive contribution”.

Character and appearance of the conservation area

2.13 The Charlotte Street Area Appraisal and Management Plan says of buildings in the area that:

The buildings of the Conservation Area record the prevailing architectural style when the development was built (Georgian), residential building type (the townhouse and mews), changes in architectural tastes and styles, with many of the properties having been re-fronted or altered during the 19th century, and the nature of 20th century infill and re-development.

Historic England's guidance on unlisted buildings in conservation areas:

2.14 Table 1 of “Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1” (25 February 2016) provides a checklist for unlisted buildings in conservation areas. The following table assesses against the criteria in the checklist.

Historic England Criteria	9 Goodge Street
Is it the work of a particular architect or designer of regional or local note?	No. the architect, if any, is not known, and it is possible that no architect was involved in the design of the building.
Does it have landmark quality?	No.
Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?	Yes.
Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?	Yes but note modifications to adjacent buildings recently.
Does it contribute positively to the setting	Yes but again note modifications to

of adjacent designated heritage assets?	adjacent buildings recently.
Does it contribute to the quality of recognisable spaces including exteriors or open spaces within a complex of public buildings?	No.
Is it associated with a designed landscape, e.g. a significant wall, terracing or a garden building?	No.
Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?	Yes.
Does it have significant historic associations with features such as the historic road layout, burgage plots, a town park or a landscape feature?	No.
Does it have historic associations with local people or past events?	No.
Does it reflect the traditional functional character or former uses in the area?	Yes.
Does its use contribute to the character or appearance of the area?	Yes.

Assessment against Historic England's guidance on unlisted buildings in conservation areas.

- 2.15 9 Goodge Street makes a contribution to the conservation area in terms of its visual presence in the streetscape and this depends on the architectural design of its façade to Goodge Street, its proportions, material and decoration.
- 2.16 This contribution has been compromised by the alterations to the property's front elevation with the addition of unsuitable render decorations that are not typical of this period house or the area.
- 2.17 9 Goodge Street is in very poor condition. The report by structural engineers Bridges Pound that accompanies this application describes substantial movement in the building, some of which is thought to be due to bomb damage during the Second World War.
- 2.18 The report says that:
- "There are signs internally of cracking between the gable wall and the open sided party walls to both sides. The floors are uneven and it can be seen internally that the door and windows frames have distorted... Externally there have been some repairs to the brickwork though restraint straps have been installed to combat progressive bowing outwards of the front wall where it can be seen that the joist insertions into the brickwork have become markedly disconnected with relatively little bearing. This is a common feature in buildings of this age though in this case the cause is considered to be also due to bomb blast damage. The chimney stack on the exposed gable wall has a pronounced lean inward towards the property."*
- 2.19 The result is that while the age and typology of 9 Goodge Street provides a level of contribution to character and appearance of the Charlotte Street Conservation Area, its alteration and condition reduces this, at the very least, in its present form.

The National Planning Policy Framework and English Heritage's Conservation Principles

- 2.20 Nearby listed buildings are “designated heritage assets” as defined by the National Planning Policy Framework (NPPF).
- 2.21 “Significance” is defined in the NPPF as “The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic.” The Historic England “Managing Significance in Decision-Taking in the Historic Environment” puts it slightly differently as the “combination of historic, architectural, artistic and archaeological interest.”
- 2.22 “Conservation Principles, Policies and Guidance for the sustainable management of the historic environment” (English Heritage, April 2008) describes a number of “heritage values” that may be present in a “significant place”. These are evidential, historical, aesthetic and communal value.

“Historic interest” or “Historical value”

- 2.23 9 Goodge Street has historic interest due to its role in the development of Tottenham Court Road and commercial life in London during the 19th and 20th centuries.

“Architectural interest” or “aesthetic value”

- 2.24 The building façade of 9 Goodge Street is typical of a certain common 18th or 19th century building type and forms part of the character of the area by means of its familiar pattern of fenestration and the conventional proportions of its façade and thus it has “aesthetic value” (“Conservation Principles”). However, as previously explained, this has been compromised by the insensitive alterations and present condition that has reduced its quality and value.
- 2.25 The fabric within the building, and to the rear, has no particular heritage significance either in terms of its design, plan layout or fabric, and has been greatly altered over time, meaning it is far from its original or intact state.
- 2.26 The building’s communal value derives from its role as a shop serving the customers of London over a long period and this is linked to its historic value mentioned earlier.

The significance of the context of the site

- 2.27 The only listed buildings in the vicinity of 9 Goodge Street is “Catesby’s” (Grade II) – the former department store – at 2-8 Goodge Street and 65-67 Tottenham Court Road. 1, 3, 9, 11, 13 and 21-33 Goodge Street are all identified as contributing to the character and appearance of the Charlotte Street Conservation Area. The eastern side of Tottenham Court Road is in the Bloomsbury Conservation Area.

3.0 Policy Context

3.1 This section of the report briefly sets out the range of local and national policy and guidance relevant to the consideration of change in the historic built environment.

- **National Planning Policy Framework (2012)**
Paragraphs 14, 17, 56-68 and 126-141
- **London Plan (2015) Consolidated with Alterations Since 2011**
Policies 3.3, 3.5, 3.8, 4.7, 6.9, 6.13, 7.4, 7.6, and 7.8
- **Local Development Framework**

Core Strategy (2011)

- CS1 - Distribution of growth
- CS3 - Other highly accessible areas
- CS5 - Managing the impact of growth and development
- CS6 - Providing quality homes
- CS7 - Promoting Camden's centres and shops
- CS8 - Promoting a successful and inclusive Camden economy
- CS9 - Achieving a successful Central London
- CS11 - Promoting sustainable and efficient travel
- CS13 - Tackling climate change through promoting higher environmental standards
- CS14 - Promoting high quality places and conserving our heritage
- CS17 - Making Camden a safer place
- CS18 - Dealing with waste and encouraging recycling
- CS19 - Delivering and monitoring the Core Strategy

Development Policies (2011)

- DP1 - Mixed use development
- DP2 - Making full use of Camden's capacity for housing
- DP5 - Homes of different sizes
- DP6 - Lifetime homes and wheelchair housing
- DP10 - Helping small and independent shops
- DP13 - Employment sites and premises
- DP16 - Transport implications of development
- DP17 - Walking, cycling and public transport
- DP18 - Parking standards and limiting the availability of car parking
- DP20 - Movement of goods and materials
- DP21 - Development connecting to the highway network
- DP22 - Promoting sustainable design and construction
- DP23 - Water
- DP24 - Securing high quality design
- DP25 - Conserving Camden's heritage
- DP26 - Managing the impact of development on occupiers and neighbours
- DP27 - Basements and lightwells
- DP28 - Noise and vibration
- DP29 - Improving access
- DP30 - Shopfronts
- DP31 - Provision of, and improvements to, public open space and outdoor sport and recreation facilities
- DP32 - Air quality and Camden's clear zone

Supplementary Guidance

- CPG 1 - Design (2015);
- CPG 2 - Housing (2015);
- CPG 3 - Sustainability (2015)
- CPG 5 - Town Centres, Retail and Employment (2013);
- CPG 6 - Amenity (2011);
- CPG 7 - Transport (2011)
- CPG 8 - Planning Obligations (2015)

Charlotte Street Conservation Area Appraisal and Management Plan (July 2008)

4.0 Assessment

4.1 The main heritage issues to consider are:

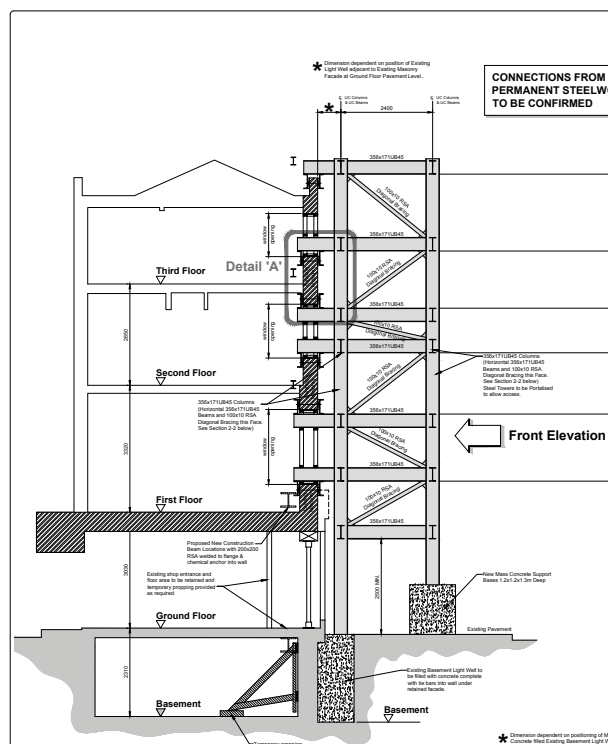
- Principle of demolition in a Conservation Area
- Design
- Impact on Surroundings

Which we will assess in turn.

4.2 The principle of demolition in a Conservation Area of an unlisted building is subject to the replacement not being of adverse impact within the Conservation Area. Only the upper floors and rear elevation are proposed to be demolished and these have no positive impact upon the Conservation Area. In fact the existing rear elevation has an adverse impact and it would be beneficial to replace it.

4.3 The design of the replacement rear, upper floors and new mansard are in keeping and relate to both the Conservation Area and recent redevelopment either side at the rear. The proposed floor layouts are far superior to the existing.

4.4 The impact of the proposal upon the surroundings can only be seen as positive. The design, as has been said, relates well to its neighbours and the retention of the front wall retains this positive contribution to the Conservation Area. In this regard the Structural Report supports the feasibility of retention of the ground floor and front façade.



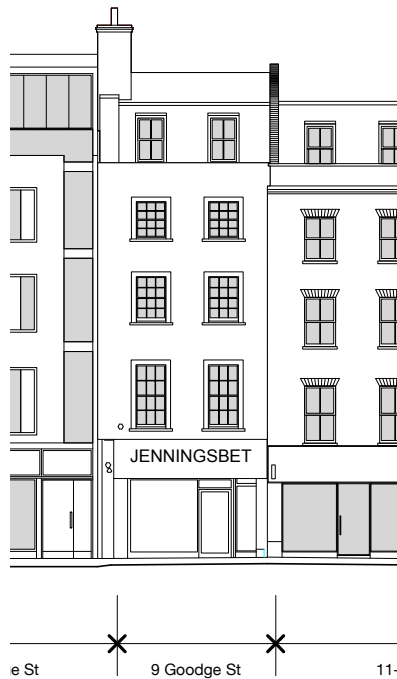
Structural Engineer's drawing of section through 9 Goadge Street indicating retention of existing building in proposed works



Photograph of rear of 9 Goodge Street showing adjacent properties

5.0 Summary

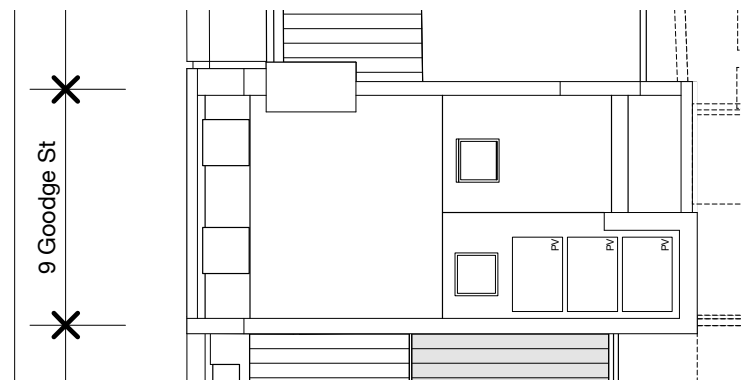
- 5.1 This report describes the Heritage asset of the Conservation Area, relating particularly to the application site. It considers its historical association, character and present significance.
- 5.2 It lists the Policy Content relative to this application for demolition of the rear elevation and upper floors which are within the Conservation Area.
- 5.3 It then draws together the assessment of the main heritage issues in the context of the proposed design and concludes that the parts of the building which are to be replaced, the upper floors and rear elevation, and the new mansard, will continue to provide a positive contributor to the Conservation Area.



Front elevation - proposed



Rear elevation - proposed



Plan at roof level - proposed



Photograph of front of 9 Goodge Street