



WARREN COURT INVESTMENTS LLP

WARREN COURT, EUSTON ROAD  
LONDON  
NW1 3AA

HERITAGE AND TOWNSCAPE  
ASSESSMENT

AUGUST 2016

5 Bolton Street  
London  
W1J 8BA

Tel: 020 7493 4002  
Fax: 020 7312 7548

[www.montagu-evans.co.uk](http://www.montagu-evans.co.uk)

## CONTENTS

<u>Section</u>		<u>Page No.</u>
1.0	Introduction	1
2.0	Legislation and Planning Policy Context	3
3.0	Site Description and Historic Development	8
4.0	Assessment of the Application Proposals	16

## 1.0 INTRODUCTION

- 1.1 This heritage and townscape assessment has been prepared by Montagu Evans LLP on behalf of Warren Court Investments LLP to support an application for planning permission for proposals at Warren Court. Warren Court (the 'Site') is located in the south west of the London Borough of Camden close to the boundary with the City of Westminster. It occupies a corner site at the major junction of Euston Road with Tottenham Court Road and Hampstead Road. The building also has a frontage on Warren Street, to the south. The Site is located within the Fitzrovia Area Action Plan area.
- 1.2 Warren Court is not listed or locally listed. The Site is not located within a conservation area but, the Fitzroy Square Conservation Area (CA) is located to the south of the Site on the opposite side of Warren Street (see figure 1.1). The nearest listed buildings to the Site are located to the west along Warren Street and consist of the Grade II listed Georgian terrace of Nos. 63-68 Warren Street. Views between the Site and the listed terrace are limited and obscured by interposing development.
- 1.3 The Site does not fall within any strategic views as determined by the adopted London View Management Framework (LVMF) (2012) or any local views identified in the Fitzroy Square Conservation Area Appraisal and Management Strategy (2010).

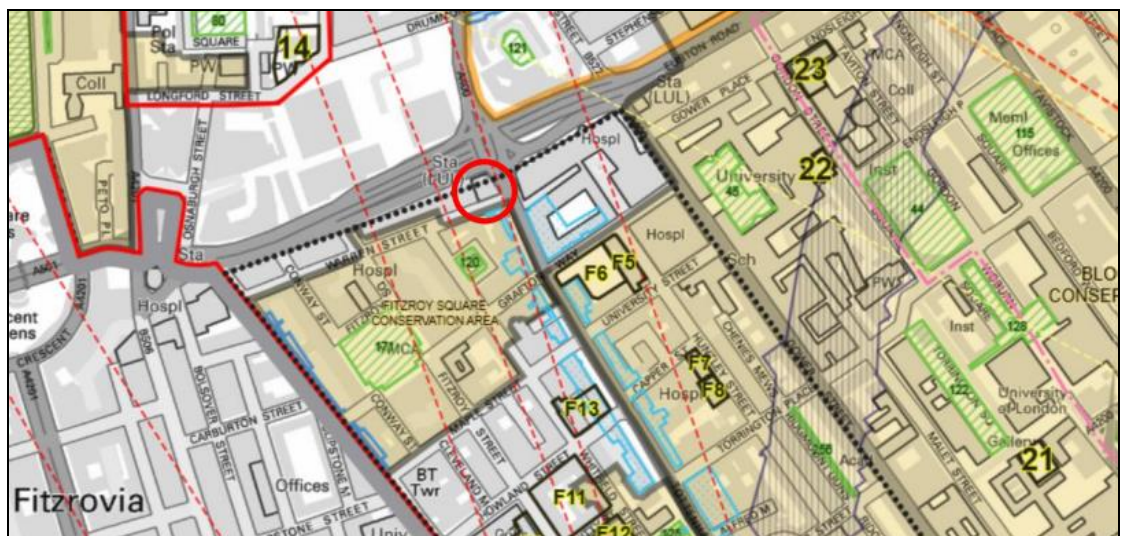


Figure 1.1 Extract from Camden Council Proposals Map

### Proposals

- 1.4 The proposed development comprises a minor extension to the existing building, which consists of the replacement of one residential unit at sixth floor level with two new residential units at sixth and seventh floor levels.
- 1.5 The proposals have sought to complete and enhance the composition of the existing building and the design has been developed in consultation with the Council (please refer to the Planning Statement and Design and Access Statement that accompany the planning application for further details). The proposals enable the replacement of

the existing residential unit at sixth floor level, which is poorly arranged and sits amongst plant and underground station ventilation shafts, with two new residential units that step back over two floors and wrap around the 'U' shaped plan of the main building.

- 1.6 The proposed materials for the new sixth and seventh floors have been taken directly from the host building and incorporate the fenestration lines of the host building below so that they read as part of a coherent whole and as one composition with the existing building.

#### **Report structure**

- 1.7 **Section 2** of this report discusses the relevant legislation and planning policy. A site description and outline of the historical development of the site is presented in **section 3**. The application proposals are then assessed against the relevant planning policy in **section 4**.

## 2.0 LEGISLATION AND PLANNING PLAN POLICY CONTEXT

### Statutory Provisions

#### **Planning (Listed Buildings and Conservation Areas) Act 1990**

- 2.1 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the statutory duty of decision makers to consider the preservation or enhancement of the character or appearance of a conservation area. In this case, the provisions are not engaged because the Site is not located within a conservation area.
- 2.2 Sections 16 and 66 of the Act sets out a similar duty for decision makers to consider the preservation of any listed building or its setting or any features of special architectural or historic interest which it possesses. Warren Court is not a listed building and while there are some listed buildings in the surrounding area, the majority are screened from the Site by interposing development.

#### **Planning and Compulsory Purchase Act 2004**

- 2.3 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise.

### National Planning Policy Framework

- 2.4 At the heart of the National Planning Policy Framework (NPPF) is the achievement of sustainable development – this includes securing high quality design, encouraging the effective use of land, and conserving heritage assets in a manner appropriate to their significance.
- 2.5 Chapter 7 of the NPPF deals with design. In general terms, the NPPF states at paragraph 60:
- “Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or style.”*
- 2.6 National policy on the historic environment is set out in Chapter 12 of the NPPF, which emphasises the great weight to be given to preservation and/or enhancement of designated heritage assets. Whilst the Site is not a designated asset it is located within the setting of the Fitzroy Square Conservation Area.
- 2.7 NPPF Paragraph 128 requires applicants to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting. The paragraph goes on to state that the level of detail of that assessment should be

proportionate to the assets importance. In accordance with paragraph 128 of the NPPF an assessment of the special interest and significance of heritage assets affected by the application proposals has been considered in this report, in a level of detail sufficient to understand the potential impact of the proposals on the significance of the heritage assets.

- 2.8 NPPF Paragraph 132 notes that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be.
- 2.9 Paragraphs 133 and 134 deal with proposals which cause harm to the significance of a heritage asset. Paragraph 134 of the NPPF states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal. Therefore, the degree of harm must be balanced against benefits, on a proportional basis having due regard to the significance of the whole and the relative significance of the affected parts.
- 2.10 With regard to development within the setting of heritage assets paragraph 137 states that proposals that preserve those elements of the setting of heritage assets that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

### **Development Plan**

#### **London Plan (2015) with Minor Alterations (2016)**

- 2.11 The policies pertinent to the design of development and the historic environment are contained in Chapter 7 'London's Living Places and Spaces'. Policy 7.4 deals with 'Local Character', and states that (7.4.A) development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.
- 2.12 Policy 7.8 refers to Heritage Assets and Archaeology, and states that "development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail" (7.8.D).

#### **Camden Core Strategy (2010) and Camden Development Policies (2010)**

- 2.13 Local planning policy relating to the historic environment generally reflects national policy. The relevant heritage policies contained within the Camden Core Strategy (CS14 Promoting high quality places and conserving our heritage) and Camden Development Policies 2010-2025 (Policy DP25 Conserving Camden's Heritage) seek to protect and retain the special interest of heritage assets.

- 2.14 Local planning policy relating to the design of new development also generally reflects national policy. The relevant policies contained within the Camden Core Strategy (CS5 Managing the impact of growth and development and CS6 Providing quality homes) and Camden Development Policies 2010-2025 (DP22 Promoting sustainable design and construction and DP24 Securing high quality design) seek to ensure new development is of a high standard of design and expect development to consider the character, setting, context and the form and scale of neighbouring buildings.

#### **Fitzrovia Area Action Plan (2014)**

- 2.15 The Fitzrovia Area Action Plan highlights that the Council expects development in Fitzrovia to be designed to contribute to a high quality place, and to address all aspects of design identified by Camden's Core Strategy and Development Policies as appropriate, 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);
- preserving and enhancing heritage assets and their settings (CS14, DP25);
- protecting important views (CS14), including views from Bedford Square and Fitzroy Square;

- 2.16 It also states that 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.

- 2.17 The proposals have been informed by the above policies and we have had consideration for the above policies in forming our assessment of the proposals.

#### **Material Considerations**

##### **Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2015)**

- 2.18 Historic England's Historic Environment Good Practice Advice in Planning, Note 3, The Setting of Heritage Assets accepts the NPPF's definition of the 'setting of a heritage asset' as: 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve' (NPPF, Glossary).
- 2.19 At paragraph 12 of the guidance note, Historic England recommends a broad, five-step approach to assessing the impact of development upon the setting of heritage assets. It makes clear that the setting of a heritage asset is not an asset in its own

right, nor a heritage designation, and that the importance of setting lies in what it contributes to the significance of the asset, which depends on a range of elements.

#### **Camden Planning Guidance Design (CPG1) (2015)**

- 2.20 CPG1 states that the Council will seek to ensure that roof alterations are sympathetic and do not harm the character and appearance of buildings or the wider townscape in the borough.
- 2.21 Paragraph 5.7 sets out that roof alterations are likely to be acceptable where the proposals are architecturally sympathetic to the character of the host building.
- 2.22 Paragraph 5.8 sets out that roof alterations are likely to be unacceptable where the proposals would have an adverse effect on the skyline, the appearance of the building or the surrounding street scene. Other circumstances where roof alterations may be unacceptable include:
- where an additional storey would add significantly to the bulk or unbalance the architectural composition;
  - where buildings have a roof line that is exposed to important London-wide and local views from public spaces; and
  - where the scale and proportions of the building would be overwhelmed by additional extension.
- 2.23 The proposals have taken account of the design guidance and are considered to be sympathetic to the host building by virtue of the use of matching materials and to be of an appropriate mass that maintains a balanced architectural composition and has a negligible visual impact.

#### **Fitzroy Square Conservation Area Appraisal and Management Strategy (2010)**

- 2.24 The Fitzroy Square CA appraisal defines the special interest of the conservation area to ensure its key attributes are understood and measures can be put in place to ensure appropriate enhancement. The purpose of the document is to provide a clear indication of the Council's approach to preservation and enhancement of the conservation area.
- 2.25 The appraisal provides the following overview of the character and appearance of the Fitzroy Square CA,

*"Fitzroy Square Conservation Area is a distinctive and consistent area of late 18th and 19th century speculative development. Owing to the relatively short period of its development, the area generally retains a homogenous character. It is an excellent example of Georgian town planning which combined dwellings with ancillary uses and services. The buildings varied in size and status, with the grandest overlooking the central formal, landscaped square, and the humblest located within the rear mews area."* (paragraph 3.1)



- 2.26 The appraisal notes that the Fitzroy Square CA forms part of a wider neighbourhood of central London popularly known as Fitzrovia, which extends south to Oxford Street. The area has an urban character that is consistent with its central London location.
- 2.27 The Fitzroy Square CA formerly fell within the larger Bloomsbury Conservation Area, but has since been separately designated as the Fitzroy Square CA. The appraisal explains that this was due to the distinct character and geographical separation of the Fitzroy Square CA from the rest of the area. The appraisal goes on to highlight that,
- “Owing to the location of the Conservation Area bounded to the west by the City of Westminster, to the south, north and east by areas of mainly 20th century development of little historic interest there are not considered to be any areas adjoining the Conservation Area that deserve additional protection.”* (paragraph 11.6)
- 2.28 The Site has been expressly excluded from the Fitzroy Square CA, along with neighbouring properties along Warren Street and the intersection of Euston Road, Tottenham Court Road and Hampstead Road, and deemed not to be of sufficient historic interest to warrant its inclusion within the Fitzroy Square CA.
- 2.29 Paragraph 13.16 of the appraisal states that development proposals should,
- “preserve or enhance the character of the Fitzroy Square Conservation Area. This requirement applies equally to developments which are outside the Conservation Area but would affect its setting or views into or out of the area.”*
- 2.30 The Appraisal identifies important views, including the viewing corridors to and from St. Paul’s and the Palace of Westminster. Paragraph 3.5 states that the most notable views in the Conservation Area are the views into Fitzroy Square from the surrounding streets and views of the BT Tower out from within the Fitzroy Square CA. No views including the application Site or its surrounds are identified.
- 2.31 The proposals are mindful of the conservation area appraisal and the Council’s aim to ensure that development proposals preserve or enhance the character and/or appearance of the Fitzroy Square Conservation Area, including its setting. The Site is located outside the Fitzroy Square CA, is not located within any strategic views or identified local views and would have a negligible impact on the setting of the Fitzroy Square CA. The small extension proposed enables the provision of new and improved residential units, which are designed to be in keeping with the existing host building and to have a minimal visual impact on the wider area.

### **3.0 SITE DESCRIPTION AND HISTORIC DEVELOPMENT**

- 3.1 The Site is located at the major intersection of Euston Road, Tottenham Court Road and Hampstead Road. The building also has a frontage on Warren Street, to the south.
- 3.2 The existing building is of six storeys with a set-back attic storey. The façade of the building is of Portland stone at ground and first floor with brick storeys and stone banding above. To address the busy corner site location and frontage to Warren Street, Tottenham Court Road and Euston Road the building is comprised of a three storey half drum with the entrance to the Underground Station at ground floor level. The remainder of the ground floor is occupied by retail units with residential units occupying the floors above.
- 3.3 Euston Road passes directly to the north of the Site, and is a major arterial route through the city, it comprises four lanes at ground level, with a further four lanes forming an underpass at the junction with Tottenham Court Road and Hampstead Road.
- 3.4 To the north of the Site, on the opposite side of Euston Road, is the 34 storey Euston Tower and Regent's Place development, which is a 13 acre mixed use development that includes buildings ranging from 7 storeys fronting Euston Road to the 26 storey Triton Building.
- 3.5 Fitzroy Court is located to the south of the Site on the opposite side of Warren Street, and is a red brick Edwardian building of 6 storeys including double height attics, and painted timber casement windows with stone surrounds. The building spans the entire frontage between Warren Street and Grafton Way and houses the Radisson Blu Edwardian Grafton Hotel. At ground floor, there are shop fronts which are unified by a consistent stone cornice and stone pilasters, but these have been unsympathetically altered to accommodate the entrance to the hotel.
- 3.6 The main University College Hospital building is located to the east of the Site on the opposite side of Tottenham Court Road. It forms part of a large scale campus of educational, medical and research facilities which, along with University College London, characterise the northern part of Bloomsbury.

#### **Historic Development**

- 3.7 The Site formerly fell within the manor of Tottenham, whose Medieval manor house, was located at the north-east corner of the current junction of Euston Road with Hampstead Road and Tottenham Court Road. Roque's Map of 1754 (see figure 3.1) shows some scattered development in the vicinity of the Site which became the junction of Tottenham Court Road with Euston Road, which is labelled as "Tottenham Court". Tottenham Court Road, the main route from Holborn to Hampstead, derives its name from Tottenham Court.



Figure 3.1: Extract from John Rocque's 1754 "New and Accurate Plan of the City of Westminster"

- 3.8 The Site and a large proportion of the surrounding area were owned in the 17<sup>th</sup> century by the Fitzroy family. The names of many of the streets come from the name of the family and its titles, Henry Fitzroy was created Earl of Euston and later Duke of Grafton in the 17<sup>th</sup> century, and his descendent Charles Fitzroy became first Baron Southampton in the 18<sup>th</sup> Century.
- 3.9 The precursor to the existing Euston Road was opened in 1756 to bypass central London and accommodate the high levels of traffic, particularly stagecoaches, which were created by the increasing numbers of visitors, commuters and traders to London in the 18<sup>th</sup> century. It formed part of London's first bypass, called the 'New Road', which was constructed in the 1750s through fields to the north of the City, initially to help sheep and cattle drovers bring their livestock to Smithfield Market (see figure 3.2). In 1857 the Metropolitan Board of Works recommended that the 'New Road' be renamed along its length, with the section between Onasburgh Street and King's Cross to be known as Euston Road.



Figure 3.2: Extract from Thomas Jeffreys' 1765 "New Plan of the City and Liberty of Westminster"

- 3.10 Built up Bloomsbury crept north during the 18<sup>th</sup> century but did not reach Euston Road until the late 18<sup>th</sup>/early 19<sup>th</sup> century. The Fitzrovia area was originally developed as a fashionable residential district for the wealthy, with ancillary uses in the surrounding streets. Fitzroy Square, the centre piece of the area, was laid out in 1789. Building on the east side of the square began in 1792, followed by the south side in 1794 (see figure 3.3). The building to the north and west sides of the square were delayed by the Napoleonic wars until 1827 and 1832-35 respectively. The speculative nature of the development led to the prevalence of repetitive terraced townhouse forms and a dense street pattern.



Figure 3.3: Extract from Horwood's 1792-9 Map of London

- 3.11 As fashionable London moved west, the area declined in status, and during the later 19<sup>th</sup> century the area's changing fortunes led to the creation of a mix of uses and the subdivision of large, single family homes into offices, flats, shops and small-scale commercial uses. John Tallis's pamphlet of street views published in 1840, which illustrates some of London's main commercial streets and includes a business directory, shows the Site was home to a confectioner, butcher and cheesemongers (see figure 3.4).

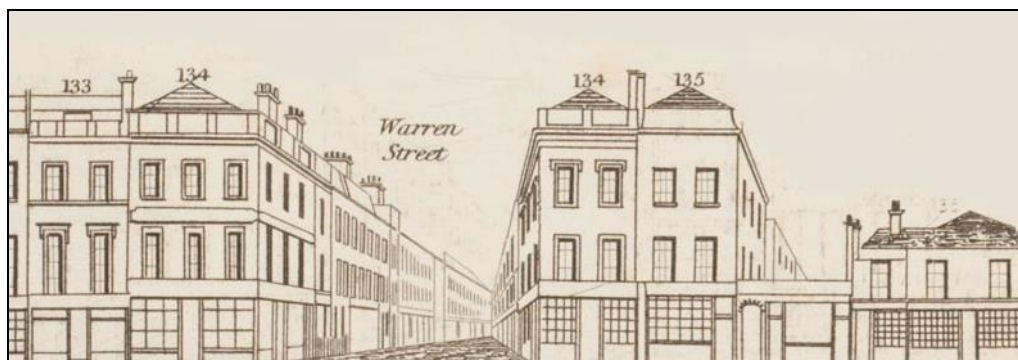


Figure 3.4: Extract from Tallis's London Street Views of 1840 showing the Site fronting Tottenham Court Road

- 3.12 The combined result of slum clearance, commercial expansion and the growth of institutions saw a decline in residential population between the mid-19<sup>th</sup> and mid-20<sup>th</sup> centuries.
- 3.13 London University took over much of Bloomsbury, to the east of the Site, with major development taken place during the 19<sup>th</sup> century. This included William Wilkin's grand Neo-classical buildings, which were developed in 1827 at the north end of Gower Street (see figure 3.5). In the 19<sup>th</sup> century Tottenham Court had become a centre of furniture making, and later home to grand department stores and warehouses, which appeared in the late 19<sup>th</sup>/early 20<sup>th</sup> century among remnants of domestic terraces.



Figure 3.5: Extract from 1895 Ordnance Survey Map

- 3.14 The Site was redeveloped in 1907 to accommodate a new station serving the Charing Cross, Euston and Hampstead Railway, the station formerly being named "Euston Road". The station name was changed to Warren Street the following year and was modernised during the 1930s with a new ticket hall, entrance and escalators. Initial designs for the modernisation of the station were provided by Charles Holden and then developed by the Underground's architect Stanley Heaps in 1934. Holden and Heaps had completed a number of well know commissions for London Underground throughout the 1930's, including re-design of Osterley station on the Piccadilly line.



Figure 3.6: View of Warren Street Station in 1934 (Source: Transport for London, Collection of London Transport Museum)

- 3.15 To address the busy corner site location the façade of the building was comprised of a half drum of Portland stone with brick storey above. Above the station accommodation was also later provided for offices and flats (see figure 3.7).



Figure 3.7: View of Warren Street Station in 1936 (Source: Collage, City of London)

- 3.16 Development trends in the wider area saw continued commercial expansion and the growth of institutions, which were accentuated by significant bomb damage in the area during the Second World War. The London County Council (LCC) Bomb Damage Map of the area (see figure 3.8) shows that the Site suffered general blast damage (shown as orange), with more significant damage to the buildings on the opposite side of Tottenham Court Road and to the University College buildings to the east. This led to larger scale development in some parts of the area.



Figure 3.8: Extract from the LCC Bomb Damage Map

- 3.17 Post-war building in the area saw a marked growth of major office developments and institutions (especially the University and hospitals) at the expense of residential areas.
- 3.18 During the 1950s the speculative property developer Joe Levy acquired a number of sites to the north of Euston Road to pave the way for an extensive office development. The LCC also had designs on the area and wanted to widen the Euston Road and create an underpass to mitigate traffic congestion in the area (see figure 3.9).



Figure 3.9: View of corner of Euston Road and Hampstead Road looking west taken in 1961  
(Source: Collage, City of London)

3.19 The LCC required part of Levy's site and subsequently had to reach a compromise with Levy to acquire the necessary land to enable the junction improvements. This ultimately paved the way for Levy's Euston Centre development of offices, shops and luxury flats that included twin towers of 17 and 34 storeys. The LCC completed the road improvement works in 1966 which, along with Levy's Euston Centre development, significantly changed the character and appearance of the area (see figures 3.10 and 3.11).



Figure 3.10: Rooftop view looking east toward the construction site of the Euston Road underpass in 1966 (Source: Collage, City of London)



Figure 3.11: Rooftop view looking east toward the completed Euston Road underpass in 1966 (Source: Collage, City of London)



- 3.20 Redevelopment of the area continued throughout the 1970s with the arrival of Maple House on Tottenham Court Road, north of Grafton Way. Maple House is an austere granite and mosaic-faced building designed by R. Seifert & Partners in 1976, which replaced the former Maples furniture store with shops on the ground floor and office and residential above, with an east wing housing a laboratory for the University College Hospital.
- 3.21 In more recent years the area surrounding the Site has been subject to comprehensive redevelopment, including the large mixed-use development of Regent's Place to the north of the Site and University College Hospital located opposite the Site to the east, which opened in 2005.
- 3.22 The junction of Euston Road, Tottenham Court Road and Hampstead Road, has continued to be an area dominated by traffic and has acted as a significant barrier particularly for pedestrians and cyclists. Recent improvements to the junction, developed for TfL in partnership with Camden Council and other local stakeholders, have sought to simplify the junction layout (ensuring pedestrians have to use fewer crossings) and improved access to Warren Street Underground Station and the nearby University College London Hospitals (UCLH). Improved public space has been created with wider pavements, new trees and additional landscaping improvements.

#### 4.0 ASSESSMENT OF PROPOSALS AGAINST RELEVANT PLANNING POLICY

- 4.1 The following section provides an assessment of the impact of the proposals against the relevant planning policy and legislative framework considerations set out in **Section 2**.
- 4.2 The review of the historic development of the Site, as detailed in **Section 3**, demonstrates the major changes that have occurred to the area, particularly in recent years. Namely the widening of Euston Road and construction of the major intersection, the development of Euston Tower and the more recent large scale developments of University College Hospital and Regent's Place.
- 4.3 Warren Court consists of a London Underground Station and retail uses with residential accommodation above. It is located on one of four prominent corner sites at the intersection of Euston Road, Tottenham Court Road and Hampstead Road. Whilst the Site's prominent location appropriately reflects the building's public transport role, the building itself currently lacks a commensurate visual prominence that would be appropriate in its context.
- 4.4 The proposals would help to improve the legibility of this important transport node in the context of a busy intersection and townscape that consists of large scale development including Euston Tower and University College Hospital. Raising the building by a single storey will assist in balancing the townscape around this intersection, and help to reinforce the significance of this important transport node. The proposed height, bulk and mass are entirely appropriate in wider townscape terms.
- 4.5 The proposed extension is a small addition to the existing building using appropriate matching materials and architectural details. The small scale of the proposed extension and stepping back of the sixth and seventh floors ensures that it would not dominate the host building. The stepping back of the extension reduces the potential for visibility, while the matching materials help to diminish any visual effect, and is sympathetic to the existing building.
- 4.6 The proposals would enable the replacement of an existing residential unit at sixth floor level, which is poorly arranged and sits amongst plant, underground station ventilation shafts, and water tanks, with two new residential units and therefore contribute to delivering a priority land use in the Borough (residential). The proposals would not be incongruous or intrusive because of their design, their use of matching materials and their scale and position relative to the host building.
- 4.7 The Site has been expressly excluded from the Fitzroy Square CA, along with neighbouring properties along Warren Street and the intersection of Euston Road, Tottenham Court Road and Hampstead Road, and deemed not to be of sufficient historic interest to warrant its inclusion within the Fitzroy Square CA.
- 4.8 The overall effect of the proposals, where visible, would be peripheral to the viewer's appreciation of the townscape of Warren Street and wider area more generally. Views

toward the Site from the north, west and south are limited by the transient nature of people passing through the intersection of Euston Road, Tottenham Court Road and Hampstead Road and heavily influenced by the busy road side location. Where the proposals would be visible in views looking east along Warren Street toward the Site they would be commensurate with the increases in building height toward Tottenham Court Road and would be dwarfed by the backdrop provided by the University College Hospital buildings. In addition the proposals would represent a marked improvement on the existing roof top paraphernalia of plant, underground station ventilation shafts, and water tanks.

- 4.9 Thus, it is considered that the effects of the proposals will be neutral and, overall, cause no harm to the setting of the Fitzroy Square CA, or to the setting of the listed buildings located to the west along Warren Street. The setting of Fitzroy Square CA would undergo a very minor change, and not a perceptible one when considered in real viewing conditions and in the context of surrounding development.

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

- 4.10 In accordance with the requirements of the NPPF the proposals are considered to represent sustainable development as they will secure the provision of high quality design, enable the effective use of land, and conserve the setting of relevant heritage assets in a manner appropriate to their significance.

#### **London Plan**

- 4.11 In designing the additional accommodation Moxley Architects have respected the visual characteristics of the existing roof form and proportion, while also being mindful of the scale of adjacent development.
- 4.12 In our view, the proposals meet the objectives of London Plan Policy 7.4, and are of a high quality design that would contribute positively to the surrounding area, have a positive relationship with the street, are informed by the historic context and will make a positive contribution to the character and appearance of the area.

#### **Local Planning Policy**

- 4.13 The proposals are in sympathy with the existing building's architectural character and general proportions, and have been developed to accord with the existing roof form and to avoid any infringement on amenity of visual privacy.
- 4.14 In our view, the proposals meet the objectives of local planning policy. With regard to Policy CS5, the proposals respect neighbouring buildings and are sympathetic to the existing building. In accordance with Policy CS14 and DP24 and DP25, the proposals are of a high quality design that respects the local context and character of the Site and preserves the setting of relevant heritage assets.
- 4.15 The proposals are mindful of the conservation area appraisal and the Council's aim to ensure that development proposals preserve or enhance the character and/or

appearance of the Fitzroy Square Conservation Area, including its setting. The Site is located outside the Fitzroy Square CA, is not located within any strategic views or identified local views and would have a negligible impact on the setting of the Fitzroy Square CA. The small extension proposed enables the provision of new and improved residential units, which are designed to be in keeping with the existing host building and to have a minimal visual impact on the wider area.

### **Conclusion**

- 4.16 In accordance with policy the proposed development would not undermine the integrity and value of the townscape around the Site, and would maintain the character and appearance of the area.
- 4.17 The extension will rise by a single storey using the same architectural language and palette of materials as the existing building. Thus, where visible from Warren Street, Tottenham Court Road or Euston Road it will appear entirely consistent with the prospect, fully integrating with the existing building, and be of a scale that is commensurate to surrounding development.
- 4.18 The finished development would be well proportioned relative to the whole, and improve its appearance by presenting a tidier roofscape and elevations with a better and more satisfactory architectural finish than the existing. These benefits should also be set beside the proposal's other land-use benefits, principally the provision of new residential accommodation.
- 4.19 Overall, we consider that the character and appearance of the Fitzroy Square CA, and the setting of adjacent listed buildings will at the very least be preserved. The proposals are acceptable in their own terms, and indeed are beneficial. It is therefore considered that the proposals are compliant with relevant planning policy provisions and statutory provisions.

