

Built Heritage Statement

In respect of
93-103 Drummond Street, Euston
London NW1 2HJ

On behalf of
Canfield Freehold Ltd.

RPS CgMs Ref: JCG18949
August 2016

Secure & Stable
ADDING VALUE

CONTENTS

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CONTENTS		Pages
1.0	Introduction	3
2.1	Legislative and Planning Policy Framework	
2.2	Legislation and National Planning Policy	4
2.3	National Planning Guidance	5
2.4	Strategic & Local Planning Policy and Guidance	7
3.1	Architectural and Historical Appraisal	
3.2	Historical Development: Euston	9
3.3	Historic Map Regression	10
4.1	Assessment of Significance	
4.2	Site Assessment	11
4.3	Statutorily Listed Buildings	12
4.4	Conservation Areas	13
4.5	Locally Listed Buildings	14
5.1	Proposals and Assessment of Impact	
5.2	Development Proposals	15
5.3	Assessment of Impact	16
6.0	Conclusions	17
	Appendices	
	Appendix A: Statutory List Description (Historic England, 2016, NHLE)	
	Appendix B: Bloomsbury Conservation Area Map (Camden Council, April 2011)	
	Appendix C: Local List Description (Camden Council, Camden's Local List, January 2015)	
	Appendix D: References	

1.0 INTRODUCTION

This Built Heritage Statement ('report') has been prepared by RPS CgMs with regard to the development proposals at 93-103 Drummond Street, Camden (the 'Site') (Figure 1).

The Site falls under the jurisdiction of Camden Council and, with the recently adopted Euston Area Plan (January 2015), mutually prepared by Camden Council, the Greater London Authority (GLA) and Transport for London (TfL), is to manage the area's future for residents, businesses and visitors, whether or not the new High Speed rail link (HS2) proceeds.

Preliminary development proposals for this Site were submitted to Camden Council at pre-application stage in September 2015. The finalised development proposals that this report assesses involved converting the Site's existing building into office use.

There is a requirement under the *National Planning Policy Framework* (NPPF) (March 2012) for an applicant to explain the significance of any particular designated (statutorily listed) and non-designated (locally listed) heritage assets identified and demonstrate as to what impact that development proposals will have upon their respective significance. In accordance with NPPF Paragraph 128, the *Greater London Historic Environment Record* (GLHER) has been consulted to ascertain what heritage assets will be assessed within this report.

While the Site itself is neither statutorily nor locally listed, it has been identified that the Site boundary abuts one designated heritage asset and three non-designated heritage assets. The Site's eastern boundary is adjacent to the rear yards of the Grade II listed building at 14-15 Melton Street. The non-designated heritage assets in the Site's vicinity include the following locally listed buildings: the Former Charing Cross, Euston and Hampstead Railway (CCE&HR) underground station building at 16-17 Melton Street; the nineteenth century terrace at 59-67 Cobourg Street; and the Bree Louise Public House at 69 Cobourg Street.

In addition, to the south of the Site is the Bloomsbury Conservation Area boundary, the 'Euston Sub Area' of which is along the north side of Euston Road (Figure 2). An assessment of this designated heritage asset's wider setting has also been assessed to ascertain what, if any, Contribution that the Site has upon its significance.

An assessment of the respective setting and significance of these heritage assets has been undertaken by applying the '5-step' process outlined in Historic England's *Historic Environment Good Practice Advice in Planning (GPA) 3: The Setting of Heritage Assets* (March 2015), and the 'heritage values' outlined in Historic England's *Conservation Principles, Policies and Guidance* (April 2008), respectively.

Accordingly, this report assesses the Site's development proposals and what impacts will arise to affect the setting and significance of the heritage assets identified above, thereby complying with the relevant legislative and national, strategic and local planning policy and guidance.



Figure 1: Aerial map west of Euston Station where the Site lies at 93-103 Drummond Street (Source: Promap, 2016, *Drummond Street, Euston*, www.promap.co.uk/ Accessed 28 August 2016).

In order to assist those involved in the decision-making process of the submitted planning application, this assessment is based on the architectural and historical development of the Site and its surroundings. This report also presents a summary of the relevant legislative and planning policy framework at national, strategic and local levels, with special regard to policies relating to development affecting the historic environment.



Figure 2: Site Location Plan (shaded red) and its proximity to the identified heritage assets. The Grade II listed 14-15 Melton Street (shaded orange) and the locally listed buildings of the Former CCE&HR station; 56-67 Cobourg Street; and the Bree Louise Public House (all shaded blue). In addition, the Bloomsbury Conservation Area — Euston Sub Area lies to the south.

2.1 LEGISLATIVE & PLANNING POLICY FRAMEWORK

2.2 LEGISLATION & NATIONAL PLANNING POLICY

The current national policy system identifies, through the National Planning Policy Framework (NPPF), that applications should consider the potential impact of development upon 'heritage assets'. This term includes: designated heritage assets, which possess a statutory designation (for example Listed Buildings, Conservation Areas, and Registered Parks and Gardens); and non-designated heritage assets, typically compiled by Local Planning Authorities (LPAs) and incorporated into a Local List.

Legislation

Where any development may affect designated or non-designated heritage assets, there is a legislative framework to ensure proposed works are developed and considered with due regard for their impact on the historic environment. This extends from primary legislation under the Planning (Listed Buildings and Conservation Areas) Act 1990. The relevant legislation in this case extends from Section 16 of the 1990 Act which states that in considering applications for listed building consent, the LPA shall have special regard to the desirability of preserving the Listed Building or its setting, or any features of special architectural or historic interest that it possesses.

Section 66 further states that special regard must be given by the LPA to the desirability of preserving or enhancing listed buildings and their setting. A particularly appropriate example of upholding a S66 is in the case of West Coast Energy's proposal for five wind turbines to be installed within the setting of the Grade I listed Barnwell Manor, Northamptonshire. The National Trust advocated that the proposals would have an adverse impact upon the heritage asset's setting and, reinforced by local opposition, the proposal was rejected by East Northamptonshire District Council in 2010. The developers won an appeal for four turbines, however, this was overturned at the High Court. A subsequent Appeal to overturn the High Court ruling was dismissed in February 2014.

In addition, Section 72 of the 1990 Act states that in exercising all planning functions, LPAs must have special regard to the desirability of preserving or enhancing Conservation Areas.

National Planning Policy

National Planning Policy Framework (NPPF) (Department of Communities and Local Government (DCLG), March 2012)

The NPPF is the principal document that sets out the Government's planning policies for England and how these are expected to be applied. It has been purposefully created to provide a framework within which LPAs and the local populace can produce their own distinctive Local and

Neighbourhood Plans, respectively. Such Plans consequently reflect the needs and priorities of their communities.

When determining planning applications, the NPPF directs LPAs to apply the presumption in favour of sustainable development; the 'golden thread' that is expected to run through the plan-making and decision-making process. Nonetheless, NPPF Paragraph 14 states that the presumption in favour of sustainable development is only applied unless certain specific policies indicate that such development should be restricted; these include policies protecting sites identified as: designated heritage assets; Areas of Outstanding Natural Beauty (AONBs); Sites of Special Scientific Interest (SSSIs); and the Green Belt.

The NPPF defines a heritage asset as: "*A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest*". The definition of a heritage asset includes 'designated' heritage assets: "*A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation*". In addition, other 'non-designated' heritage assets identified by LPAs are included in a Local List.

Section 7 *Requiring Good Design* reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. NPPF Paragraph 58 affirms the need for new design to: function well and add to the quality of the area in which it is built; establish a strong sense of place; and respond to local character and history, reflecting the built identity of the surrounding area.

Section 12 *Conserving and Enhancing the Historic Environment* contains NPPF Paragraphs 126-141, which relate to development proposals that have an affect upon the historic environment. Such policies provide the framework that LPAs need to refer to when setting out a strategy for the conservation and enjoyment of the historic environment in their Local Plans.

The NPPF advises LPAs to take into account the following points when drawing up strategies for the conservation and enjoyment of the historic environment:

- The desirability of sustaining and enhancing the significance of heritage assets and preserving them in a viable use consistent with their conservation;
- the wider social, cultural, economic and environmental benefits that the conservation of the historic environment can bring;
- the desirability of new development in making a positive contribution to local character and distinctiveness; and

- opportunities to draw on the contribution made by the historic environment to the character of a place.

These considerations should be taken into account when determining planning applications and, in addition, the positive contribution that conservation of heritage assets can make to sustainable communities, including their economic vitality.

In order to determine applications, NPPF Paragraph 128 states that LPAs should require applicants to demonstrate the significance of any heritage assets likely to be affected by development proposals, including the contribution made to their setting. The level of detail provided should be proportionate to each heritage assets' significance and sufficient to understand what impact will be caused upon their significance. This is supported by NPPF Paragraph 129, which requires LPAs to take this assessment into account when considering applications.

NPPF Paragraphs 132-136 consider the impact of development proposals upon the significance of a heritage asset. NPPF Paragraph 132 emphasises the need for proportionality in decision-making and identifies that, when a development is proposed, the weight given to the conservation of a heritage asset should be proportionate to its significance, with greater weight given to those assets of higher significance. NPPF Paragraph 134 states that, where less than substantial harm will be caused to a designated heritage asset, the harm should be weighed against the public benefits of the development proposals, which include securing the heritage asset's optimum viable use. NPPF Paragraph 135 notes that the effect of an application upon the significance of a non-designated heritage asset should be taken into account in determining the application. Adding, that in weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

NPPF Paragraph 136 stipulates that LPAs should not permit loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

In addition, NPPF Paragraph 137 notes that LPAs should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Adding, proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

In relation to Conservation Areas, it is acknowledged in NPPF Paragraph 138 that not all aspects of a Conservation Area will necessarily contribute to its significance. This allows some flexibility for sustainable development to take place in or near Conservation Areas, without causing harm to the overall heritage asset's significance.

2.3 NATIONAL PLANNING GUIDANCE

National Guidance

Planning Practice Guidance (PPG) (DCLG)

This guidance has been adopted in support of the NPPF. It reiterates the importance of conserving heritage assets in a manner appropriate to their significance as a core planning principle.

It also states, conservation is an active process of maintenance and managing change, requiring a flexible and thoughtful approach. Furthermore, it highlights that neglect and decay of heritage assets is best addressed through ensuring they remain in an active use that is consistent with their conservation.

Key elements of the guidance relate to assessing harm. It states, an important consideration should be whether the proposed works adversely affect a key element of the heritage asset's special architectural or historic interest. Adding:

'it is the degree of harm, rather than the scale of development that is to be assessed'.

The level of 'substantial harm' is stated to be a high bar that may not arise in many cases. Essentially, whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the NPPF.

Importantly, it is stated harm may arise from works to the asset or from development within its setting. Setting is defined as *'the surroundings in which an asset is experienced, and may be more extensive than the curtilage'*. A thorough assessment of the impact of proposals upon setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.

Importantly, the guidance states that if:

'complete or partial loss of a heritage asset is justified, the aim should then be to capture and record the evidence of the asset's significance, and make the interpretation publically available.'

Conservation Principles, Policies and Guidance (English Heritage, April 2008)

Outlining Historic England's approach to the sustainable management of the historic environment. While primarily intended to ensure consistency in their own advice and guidance through the planning process, the document is commended to LPAs to ensure that all decisions about change affecting the historic environment are informed and sustainable.

This document was published in line with the philosophy of PPS5, yet remains relevant with the NPPF and PPG, the emphasis placed upon the

importance of understanding significance as a means to properly assess the effects of change to heritage assets. Guidance within the document describes a range of 'heritage values' that constitute a heritage asset's significance to be established systematically; the four main heritage values include: aesthetic, evidential, communal or historical. Paragraph 25 of this document emphasises that:

'considered change offers the potential to enhance and add value to places...it is the means by which each generation aspires to enrich the historic environment'.

Seeing the History in the View (English Heritage, May 2011)

This document provides guidance relating to the assessment of heritage significance within views. It gives a method that can be applied to any view that is considered significant in terms of heritage. Historic England is currently in the process of revising this document to reflect the NPPF and recent case law.

Views provide an important role in shaping our appreciation and understanding of the historic environment. Some have been deliberately designed, such as at Greenwich Palace and Stowe Landscape Garden, whilst more often a significant view is formed of a 'historical composite', as a result of a long process of piecemeal development. Such views often contain focal buildings and landmarks which enrich daily life, attract visitors and help communities prosper.

This document states that the assessment of heritage significance within a view can be divided into two phases:

Phase A: Baseline Analysis includes the following five steps to assist in defining and analysing significance within a view:

- Step 1: Establishing reasons for identifying a particular view as important;
- Step 2: Identifying which heritage assets in a view merit considerations;
- Step 3: Assessing the significance of individual heritage assets;
- Step 4: Assessing the overall heritage significance in a view; and
- Step 5: How can heritage significance be sustained?

Phase B: Assessment explains the potential impact of a specific development proposal on significance within a view, as analysed in Phase A, through the following steps:

- Development proposals;
- establishing magnitude of impact on significance; and
- significance of effect.

This document provides further information and guidance relating to feeding the Baseline Analysis into an ES Chapter, if necessary.

Overview: Historic Environment Good Practice Advice in Planning

In March 2015 Historic England (formerly English Heritage) withdrew the PPS5 Practice Guide document and replaced with three Good Practice Advice in Planning Notes (GPAs).

These GPAs provide supporting guidance relating to good conservation practice. The documents particularly focus on how good practice can be achieved through the principles included within national policy and guidance. As such, the GPAs provide information on good practice to assist LPAs, planning and other consultants, owners, applicants and other interested parties when implementing policy found within the NPPF and PPG relating to the historic environment.

GPA 1: The Historic Environment in Local Plans (March 2015)

This document stresses the importance of formulating Local Plans that are based on up-to-date and relevant evidence in relation to the economic, social and environmental characteristics and prospects of an area, including the historic environment, as set out by the NPPF. The document provides advice on how information in respect of the local historic environment can be gathered, emphasising the importance of not only setting out known sites, but in understanding their value (i.e. significance). This evidence should be used to define a positive strategy for the historic environment and the formulation of a plan for the maintenance and use of heritage assets and for the delivery of development, including within their setting, which will afford appropriate protection for the heritage asset(s) and make a positive contribution to local character and distinctiveness.

Furthermore, the Local Plan can assist in ensuring that site allocations avoid harming the significance of heritage assets and their settings, whilst providing the opportunity to *'inform the nature of allocations so development responds and reflects local character'*.

Further information is given relating to cumulative impact, 106 agreements, stating *'to support the delivery of the Plan's heritage strategy it may be considered appropriate to include reference to the role of Section 106 agreements in relation to heritage assets, particularly those at risk.'* It also advises on how the heritage policies within Local Plans should identify areas that are appropriate for development as well as defining specific Development Management Policies for the historic environment. It also suggests that a heritage Supplementary Planning Document (SPD) in line with NPPF Paragraph 153 can be a useful tool to amplify and elaborate on the delivery of the positive heritage strategy in the Local Plan.

2.2 NATIONAL PLANNING GUIDANCE

GPA 2: Managing Significance in Decision-Taking in the Historic Environment (March 2015)

This document provides advice on the numerous ways in which decision-taking in the historic environment can be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. In line with the NPPF and PPG, this document states that early engagement and expert advice in considering and assessing the significance of heritage assets is encouraged, stating that:

'development proposals that affect the historic environment are much more likely to gain the necessary permissions and create successful places if they are designed with the knowledge and understanding of the significance of the heritage assets they may affect.'

The advice suggests a structured staged approach to the assembly and analysis of relevant information, this is as follows:

1. Understand the significance of the affected assets;
2. Understand the impact of the proposal on that significance;
3. Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF;
4. Look for opportunities to better reveal or enhance significance;
5. Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change; and,
6. Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.

The advice reiterates that heritage assets may be affected by direct physical change or by change in their setting. Assessment of the nature, extent and importance of the significance of a heritage asset and the contribution of its setting at an early stage can assist the planning process resulting in informed decision-taking.

This document sets out the recommended steps for assessing significance and the impact of development proposals upon a heritage asset, including examining the asset and its setting and analysing local policies and information sources. In assessing the impact of a development proposal on the significance of a heritage asset the document emphasises that the cumulative impact of incremental small-scale changes may have as great an effect on the significance of a heritage asset as a larger scale change.

Crucially, the nature and importance of the significance that is affected will dictate the proportionate response to assessing that change, its justification, mitigation and any recording which may be necessary. This

document also provides guidance in respect of neglect and unauthorised works.

GPA 3: The Setting of Heritage Assets (March 2015)

This advice note focuses on the management of change within the setting of heritage assets. This document replaces 'The Setting of Heritage Assets' (English Heritage, March 2011) in order to aid practitioners with the implementation of national policies and guidance relating to the historic environment found within the NPPF and PPG. The guidance is largely a continuation of the philosophy and approach of the 2011 document and does not present a divergence in either the definition of setting or the way in which it should be assessed.

As with the NPPF the document defines setting 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'. Setting is also described as being a separate term to curtilage, character and context. The guidance emphasises that setting is not a heritage asset, nor a heritage designation, and that its importance lies in what it contributes to the significance of the heritage asset. It also states that elements of setting may make a positive, negative or neutral contribution to the significance of the heritage asset.

While setting is largely a visual term, with views considered to be an important consideration in any assessment of the contribution that setting makes to the significance of an asset, setting, and thus the way in which an asset is experienced, can also be affected by other environmental factors including noise, vibration and odour, while setting may also incorporate perceptual and associational attributes pertaining to the asset's surroundings.

This document provides guidance on practical and proportionate decision making with regards to the management of proposed development and the setting of heritage assets. It is stated that the protection of the setting of a heritage asset need not prevent change and that decisions relating to such issues need to be based on the nature, extent and level of the significance of a heritage asset, further weighing up the potential public benefits associated with the proposals. It is further stated that changes within the setting of a heritage asset may have positive or neutral effects. It is stated that the contribution made to the significance of heritage assets by their settings will vary depending on the nature of the heritage asset and its setting and that different heritage assets may have different abilities to accommodate change within their settings without harming the significance of the asset and therefore setting should be assessed on a case-by-case basis. Although not prescriptive in setting out how this assessment should be carried out, noting that any approach should be demonstrably compliant with legislation, national policies and objectives, Historic England recommend using the '5-step process' in order to assess the potential effects of a proposed development on the setting and significance of a

heritage asset, with this 5-step process continued from the 2011 guidance:

1. Identification of heritage assets which are likely to be affected by proposals;
2. Assessment of whether and what contribution the setting makes to the significance of a heritage asset;
3. Assessing the effects of proposed development on the significance of a heritage asset;
4. Maximising enhancement and reduction of harm on the setting of heritage assets; and,
5. The final decision about the acceptability of proposals.

The guidance reiterates the NPPF in stating that where developments affecting the setting results in 'substantial' harm to significance, this harm can only be justified if the developments delivers substantial public benefit and that there is no other alternative (i.e. redesign or relocation).

Overview: Historic England Advice Notes in Planning

In addition to the above documentation, Historic England has published three core Heritage Advice Notes (HEANs) that provide detailed and practical advice on how national policy and guidance is implemented.

HEAN 7: Local Heritage Listing (May 2016)

This document supports LPAs and local communities to introduce, or make changes to, a Local List in their area. This is achieved through preparation of selection criteria, thereby encouraging a more consistent approach to the identification and management of non-designated heritage assets across England. A Local List can celebrate the breadth of the historic environment of a local area by encompassing the full range of heritage assets that make up the historic environment and ensure the proper validation and recording of such heritage assets. In addition, a Local List provides a consistent and accountable way of identifying non-designated heritage assets, to the benefit of owners and developers who need to understand local development opportunities and constraints.

2.3 STRATEGIC AND LOCAL PLANNING POLICY & GUIDANCE

Strategic Policy

The London Plan: The Spatial Development Strategy for London Consolidated with Alterations since 2011 (Greater London Authority, March 2015)

On 10 March 2015, the Mayor of London published adopted *The London Plan: The Spatial Development Strategy for London Consolidated with Alterations since 2011*. From this date, the policies set out in this document are operative as formal alterations to the London Plan the Mayor's spatial development strategy and form part of the development plan for Greater London. In particular, the document encourages the enhancement of the historic environment and looks favourably upon developments which seek to maintain the setting of heritage assets.

Policy 7.4 *Local Character* requires new developments to have regard to the local architectural character in terms of form, massing, function and orientation. This is supported by Policy 7.8 in requiring LPAs in their local policies to seek to maintain and enhance the contribution of built, landscaped and buried heritage to London's environmental quality, cultural identity and economy, as part of managing London's ability to accommodate change and regeneration.

Policy 7.8 *Heritage Assets and Archaeology* seeks to record, maintain and protect the city's heritage assets in order to utilise their potential within the community. Revisions in the October 2013 edition include amendment and split to Paragraph 7.31 of this policy. Essentially, the revised policy requires that developments which have an affect upon heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

Policy 7.9 *Heritage Led Regeneration* advises that regeneration schemes should 'identify and make use of heritage assets and reinforce the qualities that make them significant'. It is recognised that heritage assets should be put to a use suitable for their conservation and role within sustainable communities and that successful schemes can help stimulate environmental, economic and community regeneration.

Strategic Guidance

Euston Area Plan (Camden Council, GLA, Transport for London (TfL), January 2015)

The Euston Area Plan is to help shape change in the area centred on Euston Station up to 2031. This document seeks to ensure that, whether or not the new High Speed rail link (HS2) goes ahead, the area's future for residents, businesses and visitors is managed appropriately.

Strategic Principle *EAP 2: Design* states that any development will create

an integrated, well connected and vibrant place of the highest urban design quality, which builds on existing character and provides an attractive and legible environment for local people, workers and visitors. Also, development proposals should fully address the following key urban design principles:

- Improving connectivity by enhancing existing and providing new east-west and north-south links, reinstating the historic Euston area street pattern and improving wayfinding;
- Transforming the public realm through improvements to streets and the buildings that front them;
- Providing active frontages along key streets to enliven streetscapes and make them attractive and safe routes;
- Creating a network of new and improved open spaces and squares;
- Ensuring that development is of the highest architectural quality and designed to be accessible to all;
- Responds to the viewing corridors, scale and character of existing buildings, and context;
- Protecting and enhancing heritage assets and their settings that are sensitive to change; and
- Ensuring world class station design and a comprehensive approach to above station development.

While the strategic viewing corridors will limit development heights in the Euston area there may be some opportunities for taller buildings subject to design, heritage and policy considerations.

Development Principle *EAP 4: Drummond Street & Hampstead Road* states that any development proposals in the Drummond Street and Hampstead Road area will protect and build upon the existing character of the area and its heritage assets, and where appropriate, take opportunities to enhance connections, the public realm and building frontages.

Local Policy

Camden Core Strategy 2010-2025 (Camden Council, 2010)

The Local Development Framework (LDF) is a group of documents setting out planning strategy and policies in the London Borough of Camden. The principle LDF document is the Core Strategy, which sets out key elements of the Council's planning vision and strategy for the borough and contains strategic policies. The following Core Strategy policies relate to development concerning the historic environment in the borough:

Policy CS14 *Promoting high quality places and conserving our heritage*

seeks to ensure that places and buildings are attractive, safe and accessible by: requiring development of the highest standard of design that respects local context and character; preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens; promoting high quality landscaping and works to streets and public spaces; seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible; protecting important local views.

Camden Development Policies 2010-2025 (Camden Council, November 2010)

As part of Camden Council's LDF, Development Policies 2010-2025 set out detailed planning criteria that are used to determine applications for planning permission in the borough. Policies pertinent to the historic environment include the following and are to be read in conjunction with the Core Strategy document:

DP24 *Securing high quality design* states that the Council require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect proposals to consider: the local character, setting, context and the form and scale of neighbouring buildings; the quality of materials to be used; the provision of visually interesting frontages at street level; the appropriate location for building services; the provision of appropriate hard and soft landscaping including boundary treatments; the provision of appropriate amenity space; and accessibility.

DP25 *Conserving Camden's heritage* emphasises that where development is proposed within a conservation area the Council will: take account of conservation area statements, appraisals and management plans when assessing applications; only permit development that preserves and enhances the character and appearance of the area; prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention; not permit development outside of a conservation area that causes harm to the character and appearance of the conservation area it is in; and preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage.

With regard to the setting of Listed buildings this policy states that the Council will not permit development that it considers would cause harm to the setting of Listed buildings. Additionally, the Council will seek to protect other designated or undesignated heritage assets including: Parks and

2.3 STRATEGIC AND LOCAL PLANNING POLICY & GUIDANCE

Gardens of Special Historic Interest and London Squares.

Local Guidance

CPG 1 Design (Camden Council, April 2011, amended September 2013)

To support the policies of Camden's LDF, Camden Planning Guidance (CPG) forms a Supplementary Planning Document (SPD), an additional "material consideration" in planning decisions, which is consistent with the adopted Core Strategy and the Development Policies. Following statutory consultation the Camden Planning Guidance documents (CPG1 to CPG8) replace Camden Planning Guidance 2006.

The Council formally adopted CPG1 *Design* on 6 April 2011, which was subsequently updated on 4 September 2013 following statutory consultation to include Section 12 on artworks, statues and memorials. This guidance applies to all applications which may affect any element of the historic environment and therefore may require planning permission, or conservation area or listed building consent.

With regard to proposed development within, or affecting the setting of, conservation areas in the Borough, Council will only grant permission that preserves and enhances the character and appearance of the area. When determining an application, guidance on such matters are set out in the Core Strategy policy CS14 and Development Policy DP24, as well as that in conservation area statements, appraisals and management plans. Totally or substantially demolishing a building or structure in a conservation area is deemed a criminal offence without first getting consent from the Council. Also, demolition would not normally be allowed without substantial justification, in accordance with criteria set out in the NPPF.

Bloomsbury Conservation Area Appraisal and Management Plan (Camden Council, April 2011)

This Conservation Area Appraisal replaces a Conservation Area Statement adopted in 1998 and has been prepared by Camden Council to define the special interest of the Bloomsbury Conservation Area in order that its key attributes are understood and can be protected, and that measures are put in place to ensure appropriate enhancement.

The initial designation of Bloomsbury as a Conservation Area in 1968 sought to protect elements of development from the Georgian and earlier eras, but excluded areas where there had been significant later redevelopment. There have been numerous subsequent extensions that have mostly reflected a growing appreciation of Victorian and Edwardian and high-quality, twentieth century architecture.

Camden's Local List (Camden Council, January 2015)

The Camden's Local List has been produced following a period of public consultation inviting nominations (November 2012 to January 2013), extensive officer survey, research and assessment by the Council's conservation and planning officers. All nominations for the Local List were assessed against the adopted Selection Criteria, prior to being adopted on 21 January 2015.

3.1 ARCHITECTURAL & HISTORICAL APPRAISAL

3.2 HISTORICAL DEVELOPMENT: EUSTON

Up until the eighteenth century, the parish of St Pancras primarily consisted of common land and pasture, with the only built development being the parish church and the two manors: Totenhale, north-east of what is now the Euston underpass; and Cantelowes at Camden Town.

Change to the area came rapidly after the construction of 'New Road' (now Marylebone Road and Euston Road), sanctioned by Act of Parliament in 1756 in order to relieve the heavily congested east-west route of Oxford Street and Holborn. Connecting Paddington and Islington, this major road precipitated transformation of the area within a century; from open countryside to the urban form that remains prevalent today.

Some ribbon development initially appeared along the New Road in the late-eighteenth century, but the most significant development was a speculative venture by the architect, Jacob Leroux, on land leased from Lord Somers, henceforth known as Somers Town. Its narrow terrace streets converged on the 'Polygon'; a tight ring of tall villas facing outwards from within a square (Figure 3).

The next major change came with the creation of Regent's Park in 1814 by architect, John Nash, who was appointed by the Department of Woods and Forests to develop a new plan for the park that would be the northern extent of his ambitious re-planning of the West End. Defining its northern boundary was the Regents' Canal, which had started construction by this time and connected to the Grand Union Canal for goods to be conveniently transported across north London between the Midlands and the Limehouse Cut on the River Thames. The Nash plan was for a canal basin at Cumberland Market, to serve its three market squares, linked on the north-south axis of Osnaburgh Street (1819). However, the southern markets were not financially successful and were quickly adapted into residential squares with small houses; Munster Square (originally York Square) and Clarence Gardens (1823-4).

In 1827, Euston Square was established and stretched across both sides of Euston Road and, a decade later, perhaps the most dramatic intervention to the area came with the opening of Euston Station by the London & Birmingham Railway (L&BR). Its cutting and railway tracks had carved through the landscape of Chalk Farm was legally denied the right to advance further into London and so halted at the edge of the Southampton Estate and just north of Euston Square. In 1860 the Metropolitan railway from Paddington to Farringdon was laid beneath Euston Road using the 'cut and cover' method. This avoided the legal complications and expense of tunnelling under existing properties and became the first underground railway in the world. In 1875, the Midland Railway acquired land to build the Somers Town goods depot that fronted onto Euston Road. This development replaced Leroux's Polygon. Subsequent overcrowding and poor sanitary conditions precipitated early rebuilding of housing in the area, particularly in and around Somers Town. In 1906, Euston station's railway cutting was widened, which meant that the eastern side of Park Village East had to be demolished, and a new bridge installed to Mornington Terrace. With the new underground railway. Further redevelopment



Figure 3: The Polygon, Somers Town, 1850 (Source: British History Online, 2014, *Somers Town and Euston Square*, www.british-history.ac.uk/ Accessed 28 July 2015).

occurred during the Interwar period around the Canal Basin (the Cumberland Market Estate), characterised as a neo-Georgian social housing scheme for local workers and First World War veterans.

Extensive bomb damage during the Second World War prompted an ambitious programme of Post-war redevelopment and slum clearance by the Metropolitan Borough of St Pancras. Commencing in 1951 this Postwar housing development was situated around Cumberland Market and progressed southwards towards Euston Road. The largest of these was the Regent's Park Estate. As this estate was built to several incoherent plans, this has presented a rather disjointed form and a variety of housing types.

In the latter-twentieth century there were two further great changes: the rebuilding of Euston Station (1963-1968), which involved the demolition of Philip Hardwick's Doric entrance portal and screen, commonly known as 'Euston Arch'; and the Euston Road underpass, with related high-rise office towers at the junction. In the 1970s the new station was augmented with a frontage of commercial buildings by Richard Siefert.

Today, Euston Station remains a major hub of activity and the continual increase in vehicular traffic has made Euston Road more of a barrier to pedestrian movement. There remains a distinction between the more low-rise residential and commercial shop character that has historically existed in the local area with the greater presence and scale of major office development.



Figure 4: View of the redeveloped Euston Station (1963-1968) (Source: Euston Arch Trust, 2015, *About Us: The History*, www.eustonarch.org/about-us/the-history Accessed 28 July 2015).

3.3 HISTORIC MAP REGRESSION

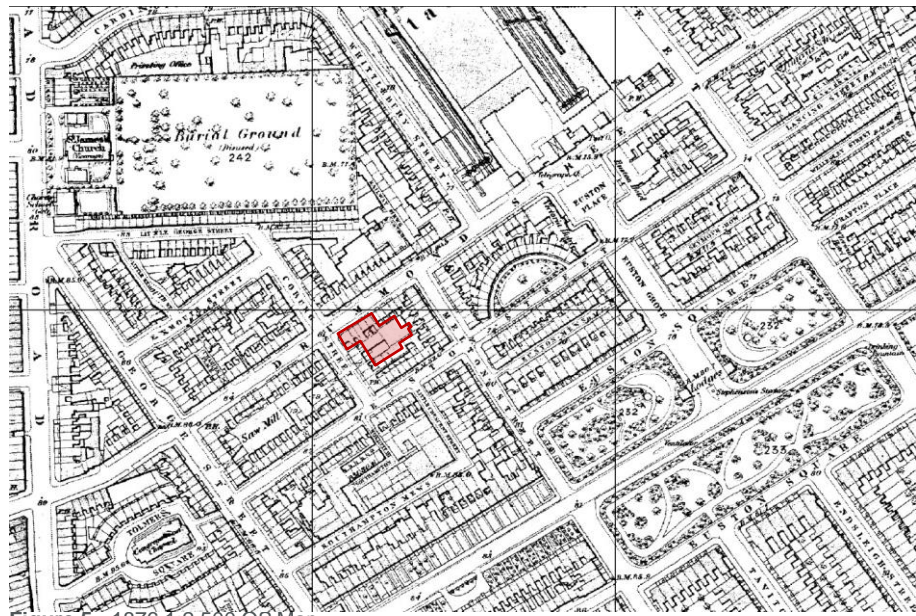


Figure 5: 1876 1:2,500 OS Map.

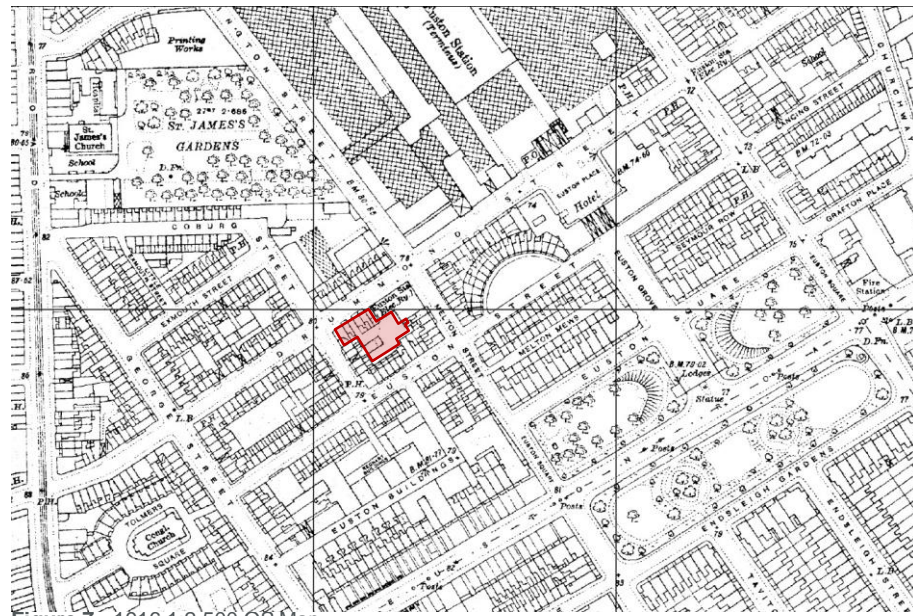


Figure 7: 1916 1:2,500 OS Map.

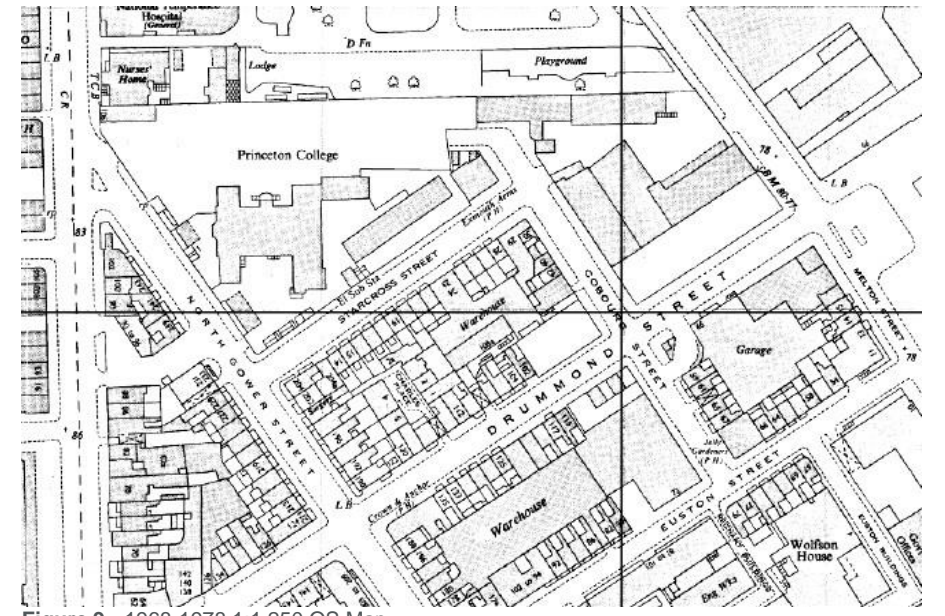


Figure 9: 1968-1978 1:1,250 OS Map.

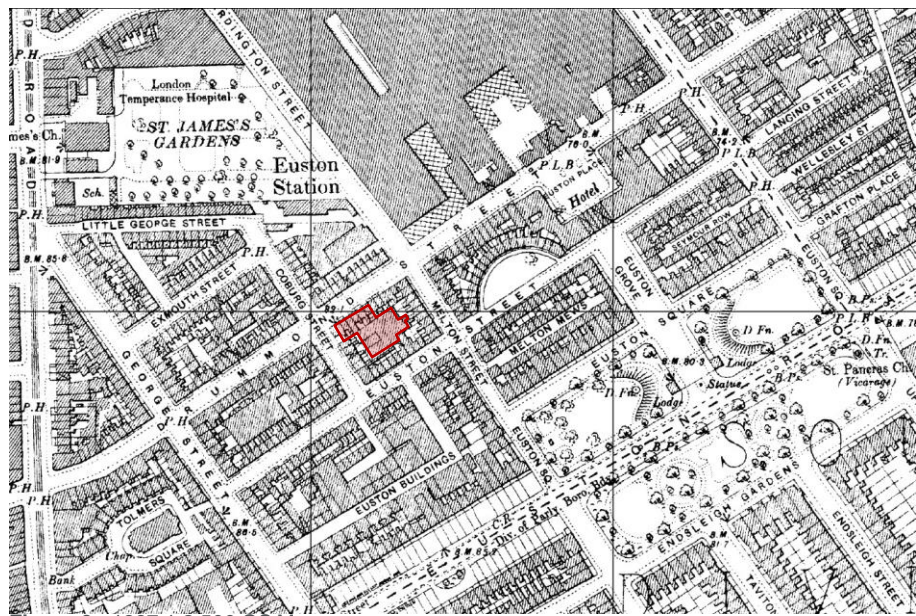


Figure 6: 1897 1:2,500 OS Map.

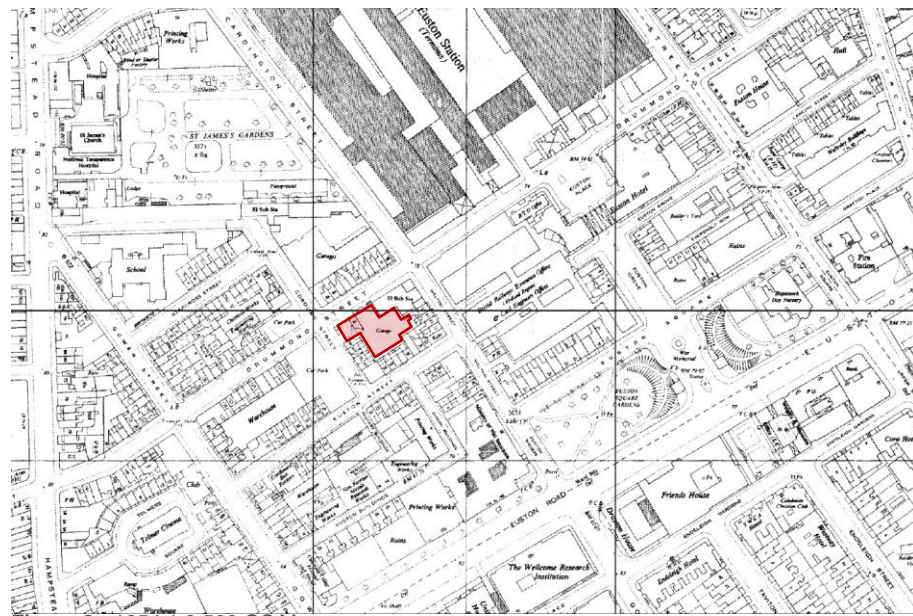


Figure 8: 1954 1:2,500 OS Map.

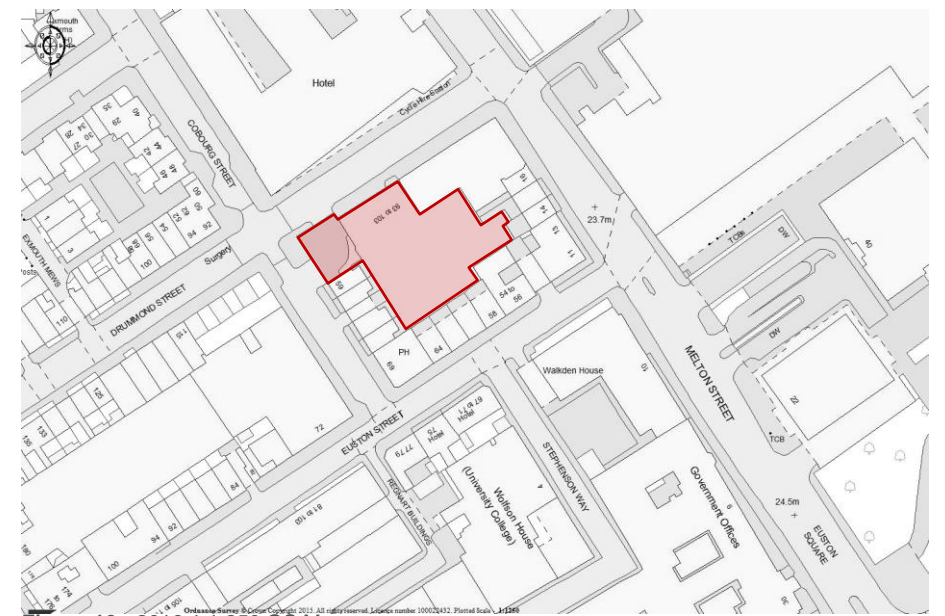


Figure 10: 2016 1:1,250 OS Map.

4.1 ASSESSMENT OF SIGNIFICANCE

4.2 THE SITE

Historic Map Regression

From the historic map progression in Section 3.2, the Site formerly comprised other detached residential properties as indicated in the 1876 OS Map; contemporary with the early housing redevelopment in and around Somers Town.

The 1896 OS Map shows that the rear plots within the Site's boundaries had amalgamated around this time, albeit with what appears to be the rear plot of Cobourg Street terrace excluded. The burial ground to the north had been converted into St James's Gardens. Adjacent to the Site, the CCE&HR underground station by Leslie Green has been established in the 1916 OS Map. From the 1954 OS Map, the Site's internal courtyard was being used as a garage. While not shown in the 1968-78 OS Map, Euston Station's Doric entrance portal and screen to the east of the Site would have been demolished and replaced with the new station concourse and related office development by Richard Siefert during this period. The Site itself has formed into a single address by this time and still labelled as a Garage. It is unlikely that the built form has changed considerably since. As such, the 2015 OS Map shows that the Site had become a properties on the corner of Euston Street and Melton Street had been demolished and replaced with more recent development.

Site context

Along with Drummond Street where the Site is located, the other streets in its immediate vicinity include Cobourg Street to the west, Euston Street to the south, and Melton Street to the east.

This area retains its well-preserved grid pattern, containing a variety of small-scale residential and mixed-commercial properties, offering a more intimate character compared to the busy Euston Road further south.

There are some surviving Regency-style terraces of London stock brick with rusticated stucco ground floors, particularly evident on Cobourg Street. This historic urban grain is more intact compared to the street scene of Drummond Street and Melton Street where such small-scale properties are dispersed among late-twentieth century and more recent infill development. On the north side of Drummond Street is a substantial hotel development of London stock brick and red brick banding. Adjacent to the Site is the former Charing Cross, Euston and Hampstead Railway (CCE&HR) station building, albeit much of its Drummond street frontage is of simple brick construction. Indeed, where the Site lies at the eastern extent of Drummond Street are larger scaled development than to the west, particularly evident opposite the Site where the Hotel complex lies.

Consisting of a rather short street frontage, Cobourg Street contains the locally listed at nos. 59-67, and Bell Louise Public House on the south east corner. An assessment of these non-designated heritage assets is set out in Section 3.6. Conversely, the west side of the street is occupied by a late-

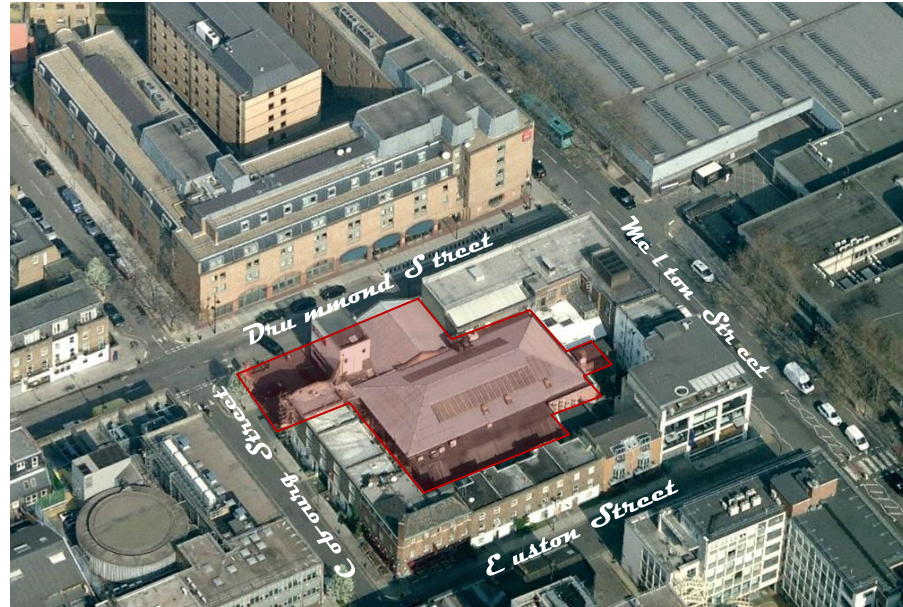


Figure 11: The Site is located along Drummond Street, with the bulk of its plan form enclosed by the rear plots of properties on Drummond, Cobourg, Euston and Melton Streets).



Figure 12: View of the Site's north west corner at the crossroads of Drummond Street and Cobourg Street. The elevation is set back from this corner to provide vehicular parking spaces.

twentieth century office development to present a high concrete panel frontage to Cobourg Street and overlooking the Site.

Euston Street contains a yellow London stock brick terrace that has noticeably undergone alterations to its fenestration; modern uPVC windows replacing the original timber-framed sashes. These properties are not statutorily or locally listed. On the corner of Euston Street and Melton Street is a modern office development to a greater form, scale and massing than the adjacent properties. This development forms a focal point on the prominent corner when viewed from Euston Station western approach.

Melton Street's street scene predominately comprises a variety of modern developments, with exception of the Grade II listed building at nos. 14-15, assessed in further detail in Section 3.4. These two terraces also demonstrate surviving Georgian fabric in the local area. As mentioned above, the former CCE&HR underground station occupies the corner of Melton Street and Drummond Street. Its elevation adjoining 14-15 Melton Street is finished in Leslie Green's signatory ox-blood red glazed terracotta (faïence) blocks. Further detail on this locally listed building is set out in Section 3.6.

93-103 Drummond Street

The Site itself comprises a large camera rental and equipment store. The only visible frontage is on Drummond Street and Cobourg Street, as the bulk of its built form is enclosed by the rear plots of properties along Drummond, Cobourg, Euston and Melton Streets. The visible portion of the Site comprises carrying scales, height and massing, with the elevation set back from the corner to provide vehicular parking spaces. On the Drummond Street frontage is a two-storey gable end and an adjacent three-storey flat roof building. These elevations are finished in painted render and have minimal fenestration with exception of the ground floor shopfront. Due to the height of these buildings, it is not possible to view the Site's built form any further from street level. As such, there is no distinctive architectural detailing visible from the public realm that conforms to the surrounding local context. Furthermore, from the historic map progression, the Site's current built form and layout were likely established by 1954.

Accordingly, it is considered that the Site does not make a positive contribution to the local character and townscape, and possesses no architectural and historic interest.

4.3 STATUTORILY LISTED BUILDINGS

14-15 Melton Street (Grade II)

Comprising two terraced houses, 14-15 Melton Street dates to the early-nineteenth century, each of three-storeys and basement with two bays. While of brick construction, the main elevation has been stucco rendered, with channelled detailing at ground floor.

No. 14 features a fielded 6-panel door and fanlight and no. 15 a 2-panel door with its fanlight blocked up. The window fenestration on the ground floor are round-arched whereas the sash windows above are typical Georgian sashes with fluted pilaster jambs and mutule cornices. Cast-iron balconies are present fronting the first floor windows. The hornless sashes suggests that these windows are contemporary to the building's construction. A thin parapet obscures the roof structure yet presents a consistent roofline with the adjacent former CCE&HR underground station roofline to the north.

Evidently, on account of the early-nineteenth century fabric on its front elevation being rather intact, this heritage asset's significance is considered to primarily derive from its evidential, aesthetic and historical values.

In terms of its setting, 14-15 Melton Street would have once formed part of a more extensive terrace row when established in the early-nineteenth century. However, the persistent development that has occurred in the Euston area has drastically transformed the way this heritage asset's is experienced today. This is particularly evident along Melton Street where the dominant bulk, form and massing of Euston Station, and its associated commercial development that lie opposite, have had a detrimental affect upon its setting.

So while the heritage asset remains legible as two Georgian properties, on account of its intact early-nineteenth century fabric, it is considered that the modern development prevalent along Melton Street and surrounding streets means that its setting from the public realm is a lesser factor to the heritage asset's significance.

Furthermore, as shown in the historic map regression in Section 3.2 of this report, the rear of this heritage asset (where the Site lies) has successively changed since the Georgian residential terraces were originally established. Where rear garden plots to these terraces once existed, and what may well have been a yard, this backland was subsequently amalgamated into the Site boundaries in the latter half of the twentieth century, and infilled with the existing built form. The heritage asset's historic setting has consequently eroded. With the rear of this heritage asset not appreciable from the public realm, in addition to the Site's development altered, its rear setting therefore not considered to form part of its significance.



Figure 13: View looking west at the front elevation of the Grade II listed 14-15 Melton Street.



Figure 14: The Grade II listed 14-15 Melton Street is juxtaposed between the former CCE&HR underground station to the north and the modern four-storey office development to the south.

4.4 CONSERVATION AREAS

Overview

While the Site does not fall within a Conservation Area, the Bloomsbury Conservation Area lies to the south (Appendix B). As such, an assessment of this heritage asset's significance is set out below to ascertain what the perceived visual impact development proposals will have upon its setting.

Bloomsbury Conservation Area

Due to the size and complexity of the Bloomsbury Conservation Area, Camden Council has sub-divided it into a series of 'Sub Areas' that have common characteristics that contribute to the heritage asset's overall special interest (character and appearance). These characteristics are primarily a combination of: land use; density of development; scale and style of buildings; construction materials; period of development; vegetation; and open spaces.

Sub Area 1: Euston Road

This Sub Area is characterised by large-scale institutional buildings that front onto Euston Road, generally comprising four to five-storeys on this major east-west thoroughfare with broad pavements and mature street trees. Buildings typically adhere to a Classical architecture built in the early-twentieth century as replacements of earlier nineteenth century domestic terraces. It is therefore rather apparent that traditional building materials of red brick, Portland stone and stucco, contrast with the modern use of glass, steel and concrete. To the north of Euston Square, and located outside of the Conservation Area along the stretch of Euston, is recent high-rise development, which dominate the skyline and long vistas.

Notably, on the south side of Euston Road, the Wellcome Institute, 194-200 Euston Road and 1-9 Melton Street (Grade II) form a group of classically-proportioned buildings that indicate a transition in the Conservation Area's character and appearance as one travels further east. The Greek Revival church of St Pancras (Grade I) is an important local landmark at the junction of Euston Road and Upper Woburn Place. Its distinctive tiered tower, the portico caryatids, and the mature trees in the churchyard are important elements in views along Euston Road.

Also, the five-storey red brick and Portland stone Euston Fire Station (Grade II*) is prominently positioned on the north side of Euston Road and, with the terraces further north, are the only remaining indication of the Conservation Area's once smaller domestic-scale surrounding Euston Square.

Considered detriment to the character and appearance of to the Conservation Area's setting is Euston Station (completed 1968) and the Richard Seifert-designed commercial development (1974-78). Other factors

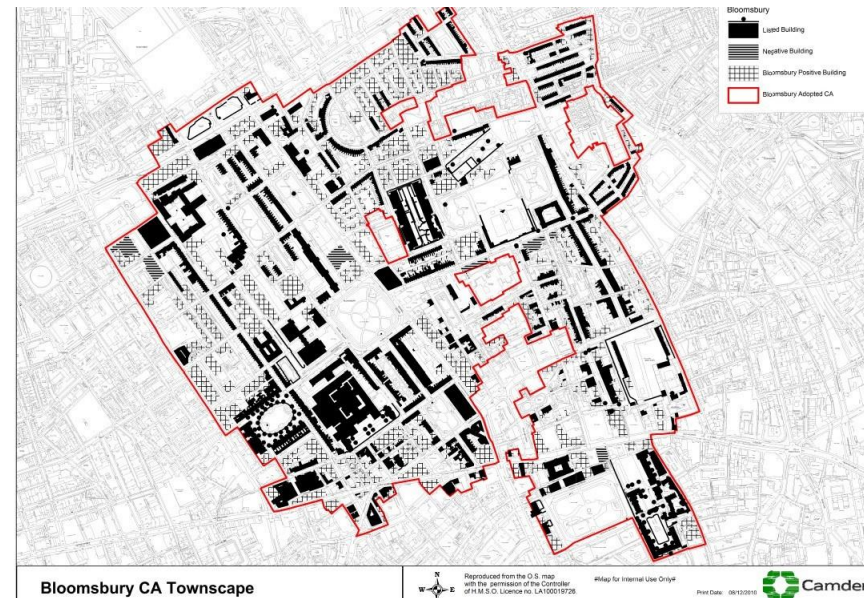


Figure 15: Map of the Bloomsbury Conservation Area (Source: Camden Council, December 2010).



Figure 16: View looking east the north elevation of Friends House, Euston Road (Source: Google, 2016, <https://maps.google.co.uk> Accessed 19 August 2016).

that are considered to be detrimental to the Conservation Area's character and appearance includes the impact of traffic on the perimeter roads. These elements seem to isolate the square that fronts Euston Station. This square is defined by the continuous metal railings along its frontage, and subdivided by a central access to the station. Two lodges sited in the square are the only surviving nineteenth century buildings that date to the original station.

To the south of the square is Friends' House (Grade II listed), the entrance of which is expressed in a neo-classical style as a three-storey Doric colonnade. Nos. 161-167 Euston Road are read as one block and comprise a four-storey building of red brick with Portland stone detailing. This building presents a larger scale compared to Friends' House, emphasised by its mansard roof, punctuated by small attic windows that align with the openings below. The small, formal garden to the east of Friends' House is defined by Portland stone boundary walls and decorative entrance gates. This garden was designated as a public open space in the London Borough of Camden Local Development Plan 2010. It is the only surviving element south of Euston Road to form the original Euston Square, providing a picturesque and tranquil environment off the busy Euston Road.

In terms of the Conservation Area's setting, this is considered to be focused along the east-west vistas of Euston Road, rather than any intervisibility north-south. In particular, the Conservation Area's setting is dominated by the commercial development associated with Euston Station, and set back from Euston Road. As such, with the Site located further north, and its main elevation on Drummond Street and Cobourg Street, it is not considered to contribute to the Conservation Area's character and appearance.

4.5 LOCALLY LISTED BUILDINGS

Former Charing Cross, Euston and Hampstead Railway (CCE&HR) station building, 16-17 Melton Street

This former station entrance building was designed by Leslie William Green (1875-1908), who produced a standardised design and supervised the works to many of London's underground stations in such a short period of time. Opened by 'City and South London Railway' in 1907, it soon fell into disuse by c1920 and closed before the underground entrance moved into the new Euston Station in the 1960s.

The former station building displays the typical Leslie Green architectural style of two-storeys with arched openings, porthole windows, a heavy dentil cornice, and finished with ox blood glazed tiles (Figure 17). The western end of the Drummond Street elevation continues the architectural approach, albeit in a more simplified version, and instead faced in London stock brick with red brick dressings. This elevation also has radial fanlights to each window bay.

Due to its positioning on the Drummond and Melton Street corner, as well as the architectural finishing applied, this building is considered a local landmark that adds interest to the street scene. Its scale and built form is also considered to be in keeping with the surrounding townscape.

The CCE&HR station building is therefore considered to have evidential, communal, aesthetic and historical values at a local level.



Figure 17: Former CCE&HR underground railway station on the corner of Melton Street and Drummond Street showing the distinctive ox blood faience tiles utilised by Leslie Green at many other London Underground stations.

59-67 Cobourg Street

59-67 Cobourg Street comprise a terrace row of early-nineteenth century, three-storey houses with basement (Figure 18). The central unit at no.63 has a large doorway that provides access through to its former rear yard, which consequently forming part of the Site. Iron railings with ornate curved arrow detailing front each property. The ground floor is rendered with a proud stringcourse. Interestingly for a Georgian terrace, the sash windows on the upper floor do not match the same linear composition as the ground floor. Nonetheless, representing a rather intact Georgian development in the local townscape, its overall proportions, simple detailing, uniform scale, and the height and massing are considered to contribute to the street scene.



Figure 18: Front elevation of 59-67 Cobourg Street with the Site adjacent (left) presenting a rather intact Georgian terrace row.

The Bree Louise Public House, 69 Cobourg Street

While not the original public house building to occupy this corner plot (previously called the Jolly Gardeners), the Bree Louise was built during the Interwar period (Figure 19). This public house comprises a three-storey brick building presenting relatively simple red brick elevations onto Cobourg Street and Euston Street, converging on a chamfered chimney that prominently defines this corner in the local townscape. Metal casement windows on the first floor have simple extruded cills and a segmented brick lintel. The type of window is repeated on the second floor, albeit at a reduced size, and with the sill course comprising what appears to be Portland stone. Copper flashing lines both eaves' drip edge of the tiled hipped roof pitch, providing an additional decorative horizontal element to this building.



Figure 19: 2016 1:1,250 OS Map.

5.1 PROPOSALS & ASSESSMENT OF IMPACT

5.2 DEVELOPMENT PROPOSALS

The Site's development proposals comprise reconfiguring the existing building into a new office use, with the corner elevations on Drummond Street and Cobourg Street presenting a more appropriate bulk, scale and massing along the street scene. This elevational treatment, in conjunction with a sensitive palette of materials, is considered will be consistent with the local character.

This design rationale will achieve a sense of verticality on the Drummond Street and Cobourg Street elevations through the use of large glazed fenestration; replicating the existing composition of the adjacent Former CCE&HR railway building and the terrace row of 59-67 Cobourg Street, respectively.

In addition, by introducing a more subservient roof profile below that of the existing development that surrounds the Site, this will ensure that the development proposals will have no visual impact upon the respective setting and significance of the heritage assets identified.

The development proposals are therefore considered to offer an improvement to the existing elevational treatment that will successfully integrate into the local context.

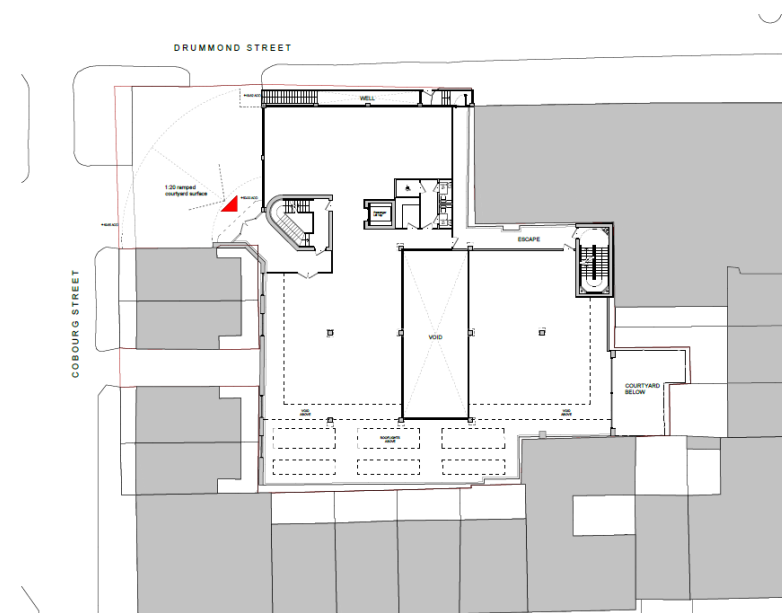


Figure 20: Proposed Ground Floor Plan (Source: CZWG, September 2016).



Figure 21: Proposed Northwest Elevation (Source: CZWG, September 2016).



Figure 22: Proposed Southwest Elevation (Source: CZWG, September 2016).

5.3 ASSESSMENT OF IMPACT

Overview

The Site comprises a camera retail and rental store, occupying a collection of buildings of different forms, scale and massing. With the Site's elevations restricted to the corner of Drummond Street and Cobourg Street, much of its existing development is obscured from the public realm. The assessment in Section 4 of this report has determined that the Site has a neutral contribution to the setting and significance of the identified heritage assets.

As aforementioned, the Site's developments proposals will comprise a reconfiguration of the existing building into a new office use. This includes a presenting a more appropriate bulk, scale and massing on Drummond Street and Cobourg Street with a new elevational treatment consistent with the local character.

The following assessment will therefore ascertain what impact that the development proposals will have upon the respective setting and significance of these heritage assets.

Impact upon designated heritage assets

14-15 Melton Street

The significance of this heritage asset primarily derives from its evidential, aesthetic and historical values. This is due to its largely retained nineteenth-century elevation and continued use as a terrace row.

While remaining appreciable as two Georgian properties in the street scene, later development prevalent along Melton Street has ensured that its wider setting encompasses a larger form, scale and massing. Whilst the backland to this heritage asset formerly comprised rear garden plots, and likely a yard, its amalgamation into the Site boundary in the latter half of the twentieth century, and infilled with the Site's existing development, has consequently eroded its nineteenth century character. Therefore, it is considered that this setting has a neutral contribution to the heritage asset's significance.

With the Site's development proposals to abut the rear boundary of this heritage asset, there will be no appreciable views from the public realm. The proposed bulk, scale and massing will thus remain subservient to this heritage asset, with the elevational treatment applied considered will successfully integrate with the existing character. This will ensure that there is no negative effects upon the heritage asset's significance.

Bloomsbury Conservation Area

The Site is proximate to 'Sub Area 1: Euston Road' of the Bloomsbury Conservation Area. Characterised by large-scale institutional buildings along this main east-west thoroughfare, existing development is

predominately early-twentieth century in the Classical style or modern commercial high-rises of between four or five-storeys. An important local landmark in the Sub-Area is the Grade I listed Greek Revival Church of St Pancras (Grade I) at the junction of Euston Road and Upper Woburn Place. Conversely, Euston Station and its associated commercial development is considered to be detrimental to the Conservation Area's setting and significance.

As there is no shared intervisibility between the Site and the Bloomsbury Conservation Area it is therefore considered that the development proposals, which will remain at a consistent form, scale and massing to the surrounding development, will not be appreciable from within the Conservation Area boundary. There will consequently be no effect upon this heritage asset's setting and significance.

Impact upon non-designated heritage assets

There are three identified buildings on Camden's Local List (January 2015) that abut the Site boundary and therefore constitute non-designated heritage assets. In accordance with NPPF Paragraph 135, the effect of an application on the significance of a non-designated heritage asset should therefore be taken into account in determining the planning application. As the Site's development proposals will indirectly affect these non-designated heritage assets, the following assessment has due regard to the scale of any impact upon their respective setting and significance.

Former CCE&HR station building

The Former CCE&HR station building's evidential, communal, aesthetic and historical values at a local level. This local significance derives from its characteristic Leslie William Green design; two-storeys with arched openings, porthole windows, a heavy dentil cornice, and an ox blood glazed tile finish. The western end of the Drummond Street elevation continues the architectural rationale, albeit in a more simplified version, and instead faced in London stock brick with red brick dressings.

As there will be no discernible increase in bulk, scale and massing at the Drummond Street and Cobourg Street elevations, the development proposals will complement the heritage asset's existing composition. The elevational treatment, along with the palette of materials applied will follow the local character. Critically, the non-designated heritage asset will remain appreciable as a local landmark on the corner of Melton Street and Drummond Street and, as the majority of the development proposals will not be visible from the public realm, there will be no negative effects upon its setting and significance.

59-67 Cobourg Street

59-67 Cobourg Street displays a rather intact terrace row, the homogenous form, scale and massing of which is emphasised by regular proportions and simple detailing. While development proposals will lie adjacent to this heritage asset, the proposed form, scale and massing along with an appropriate palette of materials will be in keeping with the non-designated heritage asset. Moreover, it is considered that the development proposals will offer an improvement to Cobourg Street; providing an active frontage where the existing car parking facilities of the camera retail and rental store are located. As such, it is considered that the development proposals will have no negative effects upon the setting and significance of this non-designated heritage asset.

Bree Louise Public House

The Bree Louise Public House is a prominent local landmark on the corner of Cobourg Street and Euston Street. The setting of this heritage asset is defined by the local character along these roads. To reflect this local landmark it is considered that the Site's development proposals will complement the heritage asset, with a suitable palette of materials fronting Cobourg Street. This will ensure that the elevational treatment is in keeping with this non-designated heritage asset. Also, with the majority of the form, scale and massing obscured from the public realm, there will be no negative effects upon the Bree Louise Public House's status as a local landmark.

Summary

In accordance with NPPF Paragraphs 134 & 135 it is therefore considered that there will be no harm or loss of significance to the identified designated and non-designated heritage assets.

6.0 CONCLUSIONS

This report has been prepared by RPS CgMs to assess the Site's finalised development proposals and to ascertain what impacts will arise upon the setting and significance of the identified heritage assets.

An architectural and historical appraisal of the Site and its surroundings has demonstrated that this area has undergone significant transformation, particularly brought about by the nearby Euston Station development. The nineteenth century character of the Site and that of the adjacent heritage assets' respective settings has irreparably eroded.

It has been found that the bulk, scale and massing of the Site's development proposals will be in keeping with the adjacent Grade II listed 14-15 Melton Street and, when appreciating this designated heritage asset in the public realm, there will be no negative effects upon its setting and significance.

There will also be no negative effects upon the setting and significance of the non-designated heritage assets that abut the Site boundary as the development proposals will be to a consistent form, scale and massing, along with a suitable palette of materials, that will remain subservient to these non-designated heritage assets. This will consequently ensure that their local landmark status is preserved, with no harm or loss to their respective setting and significance.

As a result, the development proposals are considered to comply with national, strategic and local policy and guidance for development proposals affecting the historic environment.

APPENDICES

APPENDIX A: STATUTORY LIST DESCRIPTION (HISTORIC ENGLAND, 2016, NHLE)

14-15 Melton Street

Grade: II

Listing Entry Number: 1113133

Date of listing: 11-Jan-1999

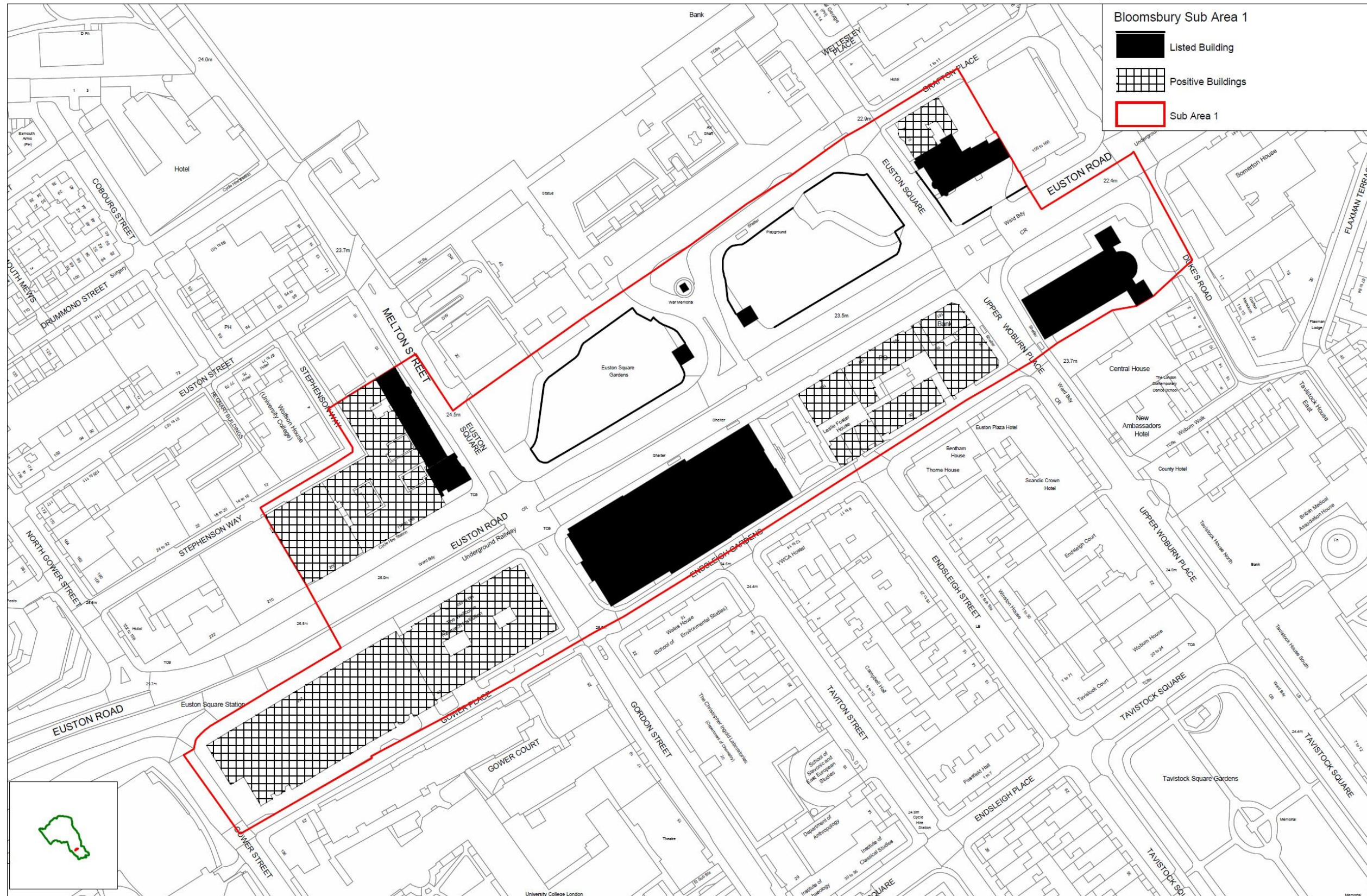
2 terraced houses. Early C19. Stucco rendered brick; ground floor channelled. 3 storeys and basements. 2 windows each. Round-arched entrances with fluted pilaster jambs and mutule cornices; No.14 with fielded 6-panel door and fanlight, No.15 2-panelled door and blocked fanlight. Hornless sashes, ground floor round-arched, 1st floor with cast-iron balconies. Parapet.

INTERIORS: not inspected.

SUBSIDIARY FEATURES: attached cast-iron railings to areas.



APPENDIX B: BLOOMSBURY CONSERVATION AREA MAP — SUB AREA 1 (CAMDEN COUNCIL, APRIL 2011)



APPENDIX C: LOCAL LIST DESCRIPTION (CAMDEN COUNCIL, CAMDEN'S LOCAL LIST, JANUARY 2015)

Former Charing Cross, Euston and Hampstead Railway (CCE&HR) station building, 16-17 Melton Street

Former station entrance building, by Leslie Green. Opened by 'City and South London Railway' in 1907. The entrance to the Euston Underground Station was moved into the new Euston Station in the 1960s and this one fell into disuse by c1920. It is in typical Leslie Green architectural style, of two storeys with ox blood glazed tiles, two storey arched openings, porthole windows with substantial hood moulds above on both elevation, and a dentil cornice. The western end of the Drummond Street elevation continues the architectural approach in a simplified style, faced with stock brick with red brick dressings and has radial fan lights in the upper parts of the window bays. It forms a landmark building on this corner plot, adds visual interest to the streetscape and fits in well in terms of scale and form to the surrounding townscape.

59-67 Cobourg Street

A group of early C19th 3-storey houses with basement. The middle unit (65?) at g/f provides access through to a rear yard (which is no longer in existence) with granite setts below. The houses all have iron railings with ornate curved arrows on top. The ground floor is rendered with a raised band at the top. The doors have a semi-circular arch to them. The windows all have clear sills that protrude from the wall. The windows to the 1st and 2nd floor all have white lintels. The proportions, simple detailing, building heights and simple repetition are an important part of the townscape in these small interconnected streets.

The Bree Louise Public House, 69 Cobourg Street

The current pub is not the original built. This pub was built approximately in the 1930s (the previous pub being called the Jolly gardeners). The Bree Louise is a 3-storey brick building on the corner of Cobourg Street and Euston Street. Relatively simple in design with two entrances (one off each street), a chamfered corner with an enlarge chimney coming up off the corner, proving a useful landmark/way-marking building in the area. The 1st floor windows have simple extruded sills, metal windows with intricate window bars and a segmented brick lintel. The type of window is repeated on the 2nd floor but with the addition of rendered sill course. The rood is finished with copper flashing at the edge which add a nice decorative element to this building.

APPENDIX D: REFERENCES

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