

20 Flaxman Terrace, London, WC1 | Heritage, Design and Access Statement 

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Introduction

This Heritage, Design and Access Statement has been prepared by Metropolis Planning and Design on behalf of Salaft Properties Ltd to explain the proposed extension to 20 Flaxman Terrace, in the London Borough of Camden.

This document introduces proposals for an extension of the existing building to provide additional high quality office space. The document analyses the heritage context of the area, illustrates the design approach and explains how consideration has been given to the design and site constraints.

This is the resubmission of an application (ref : 2016/0788/P) which is currently the subject of an appeal.

These revised proposals are for a scheme that seeks to provide additional floor space at 2nd floor with an infill extension.

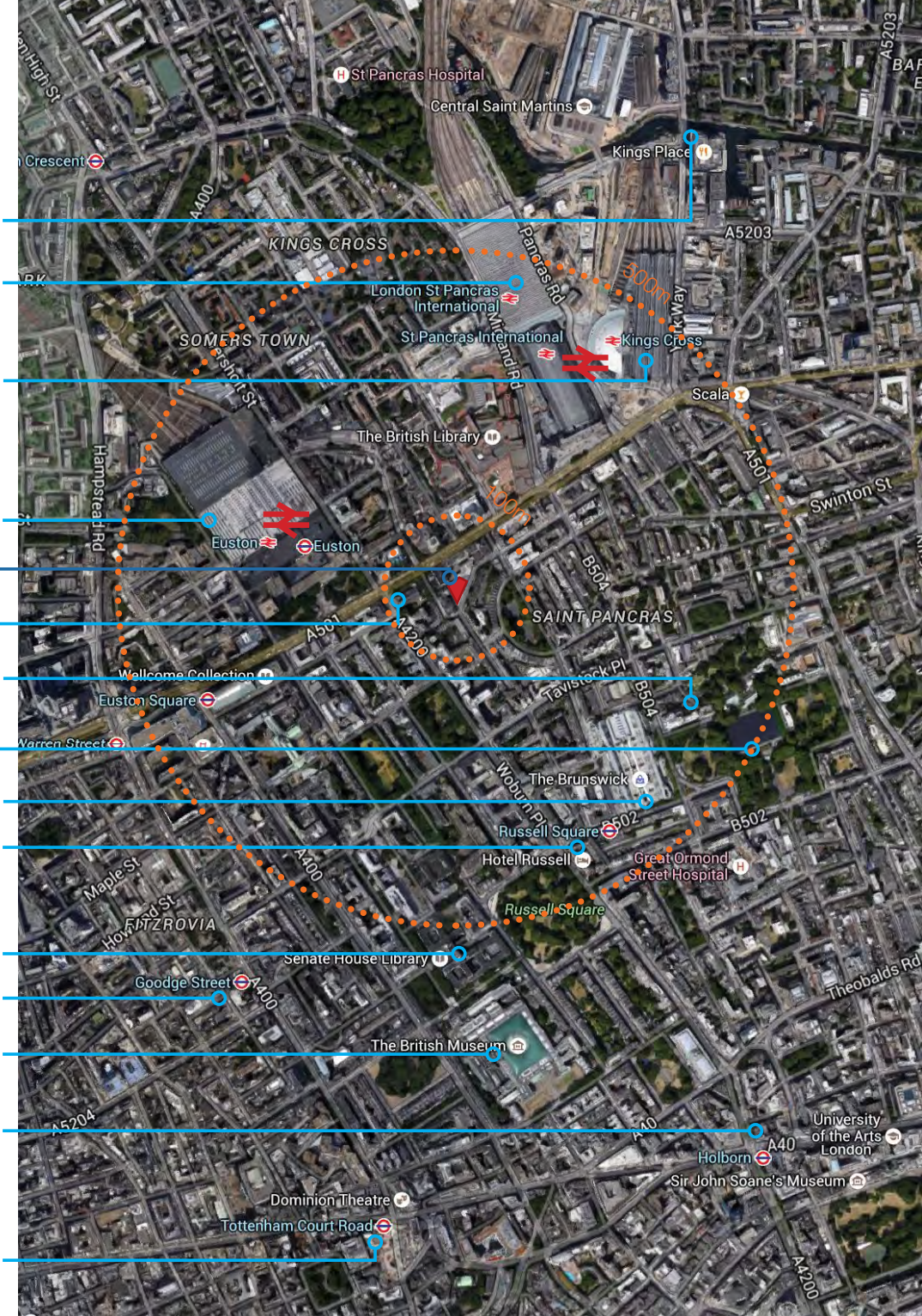


01 | Site Location

Site Location

Location

- Kings Place
- St Pancras International Station
- Kings Cross Station
- Euston Station
- 20 Flaxman Terrace**
- St Pancras Church
- Foundling Museum
- Corams Fields
- The Brunsvick Centre
- Hotel Russell
- Senate House Library
- Goode Street Station
- British Museum
- Holborn
- Tottenham Court Road



Site Location

Local Character

The Area

The site is approximately 200m south of Euston / Kings Cross / St Pancras stations with Woburn Place to the west, Cartwright Gardens to the east and Bloomsbury / Russell Square to the south.

The Euston / Kings Cross /St Pancras area is undergoing a major transformation following upgrades to the main stations and extensive redevelopment to the areas to the north and surrounding these stations.

This zone 1, Central London location is vibrant with a mixture of uses including offices and commercial, residential accommodation, cultural centres, entertainment and shopping facilities. The Brunswick Centre, Foundling Hospital and British Museum are all within a few moments walk.

The existing building is located on Flaxman Terrace near the corner of Duke's Road. No. 20 is within Sub Area 13 of the Bloomsbury Conservation Area, Camden.

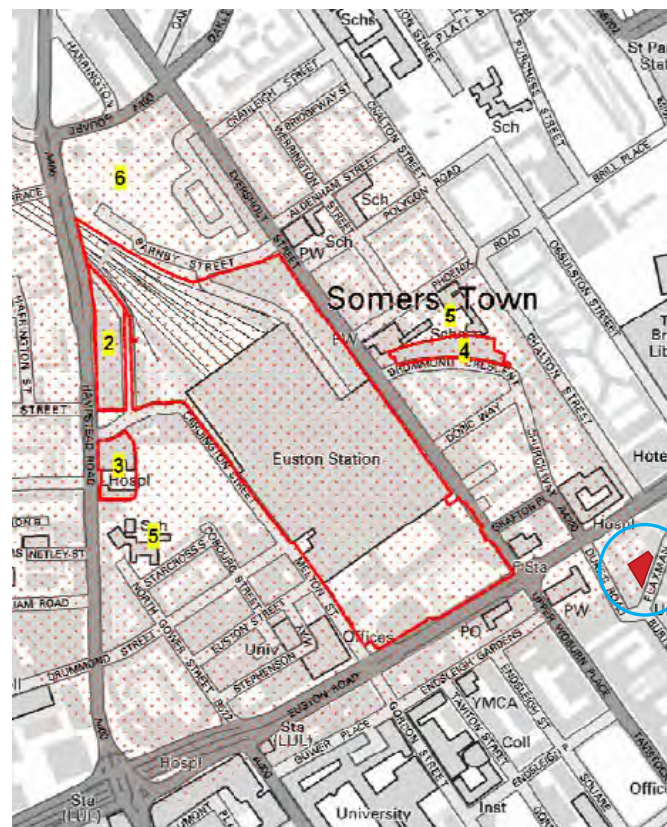
The site is also on the south boundary of and therefore within the Euston Action Plan area - adopted January 2015.

Local buildings on Flaxman Terrace and Burton Road are typically of mixed uses with medium to tall buildings of varying ages and styles.

Building heights and types range from the 4-7 storey Georgian, Victorian and Edwardian terraces to the south of the site, along Flaxman Terrace, Burton Street and Cartwright Gardens, to more contemporary 10-15 storey concrete framed buildings. These taller buildings are found backing on to Flaxman Terrace, Dukes Road

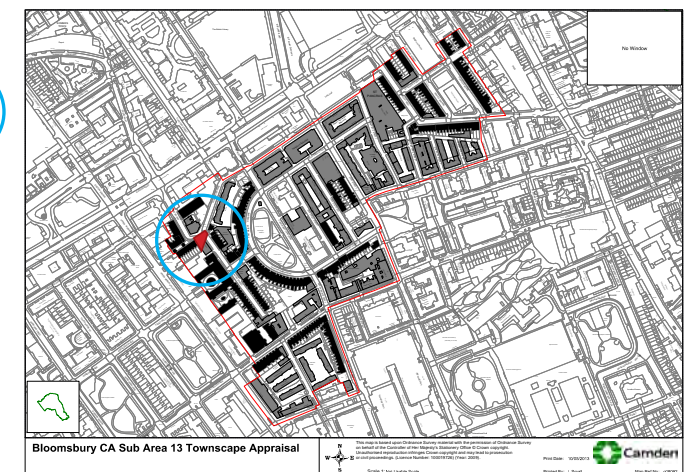
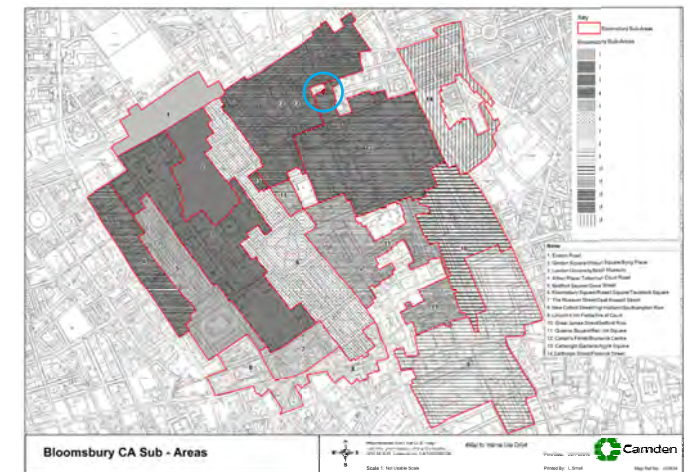
and towards Euston Road and on neighbouring streets to the north, east and west. These include offices, hotels and residential use buildings.

The more contemporary architecture is often clad in glass and brick or masonry panels.



Future Development of Euston Station itself (as part of HS2) and also within the Euston area, has been considered by Camden Council .

Euston - Framework For Change - Camden Council SPD



Euston - SPD Development map

Site Location

Site Context

The Site

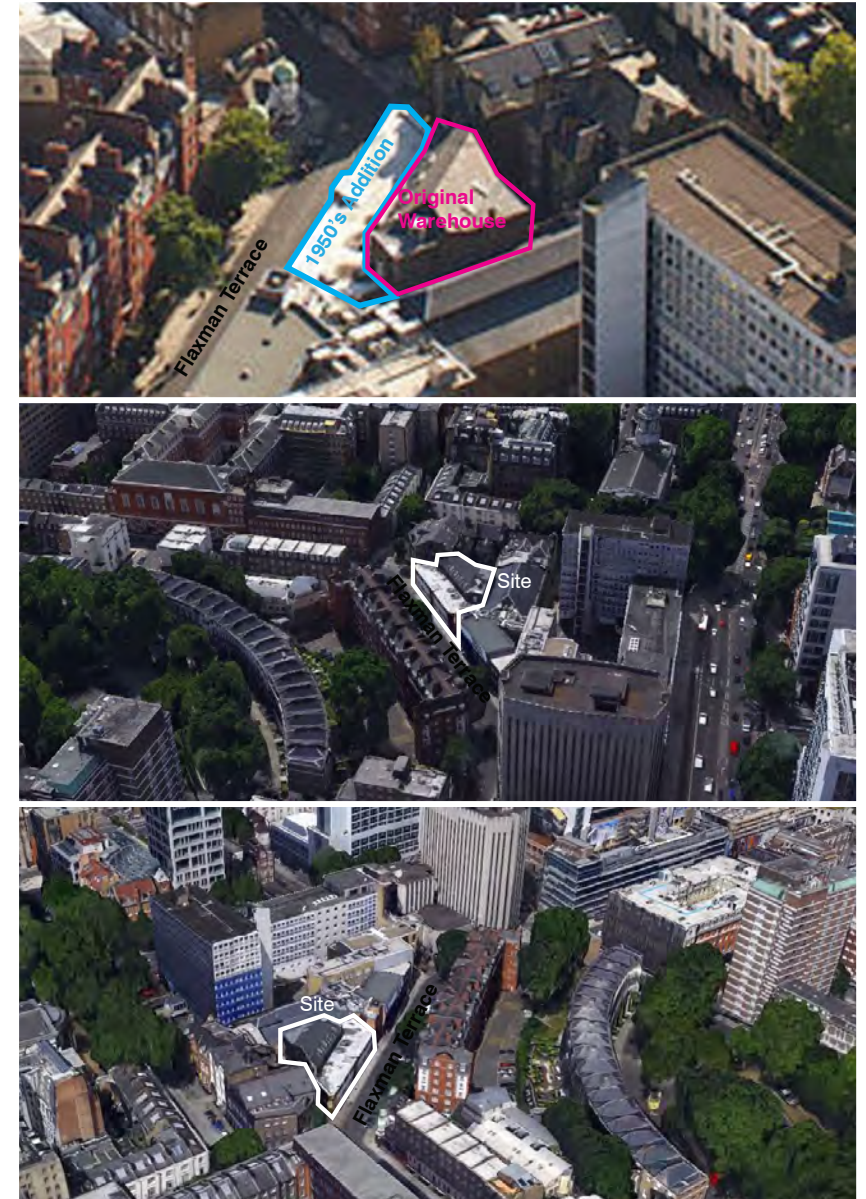
No.20 Flaxman Terrace:

The existing building is Ground + 2 Stories with a lower ground floor.

The building faces Flaxman Terrace and also shares a courtyard entrance from Duke's Road (beneath Grafton Court) and a fire escape with 22 Duke's Road.

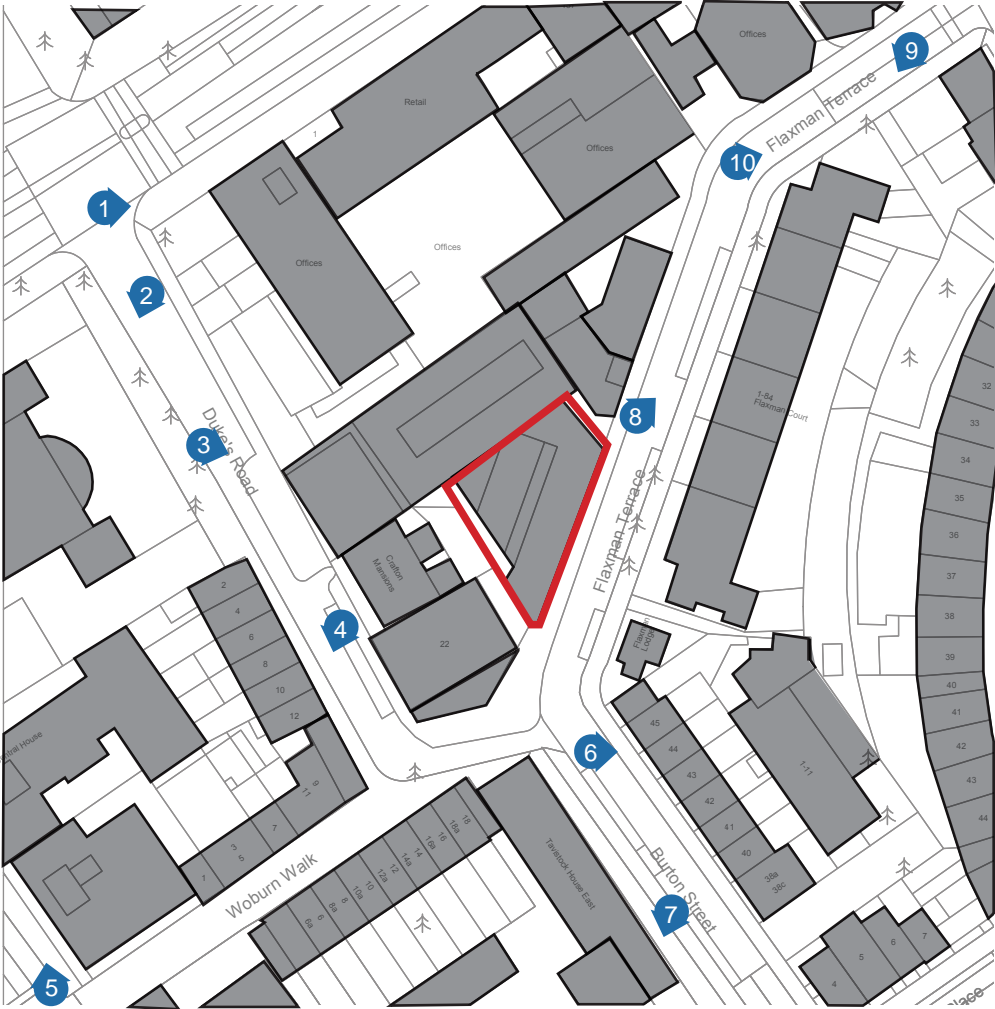
No. 20 Flaxman Terrace is not listed. It was built as a warehouse in the early 1900's, extended in the 1950's and converted from its original light industrial / warehouse use to educational use, then more recently converted to offices. It was originally accessed from Duke's Road via the courtyard. Its 1950's extension gave it a prominent "modern" frontage with a new feature entrance onto Flaxman Terrace.

The building was previously owned by University College London, and was in educational use until the 1990's, returning to full commercial use in 1997. The whole building is currently in office use.



Site Location

Site Context



Euston Road East



St Pancras Church



Mableden Place / Flaxman Terrace - West



Flaxman terrace / Mableden Place East



Dukes Road



Dukes Road



Flaxman Terrace - View East



Flaxman Terrace - View West



Woburn Walk



Dukes Road



Burton Street - South East



Burton Street - South

02

Heritage Analysis

Context Analysis

Conservation Area Analysis

Bloomsbury Conservation Area

The Bloomsbury Conservation Area is divided into 14 Sub - Areas each with their own character. The subject site is within Sub Area 13, which is influenced by adjacent sub areas including 1-6 and 11-15.

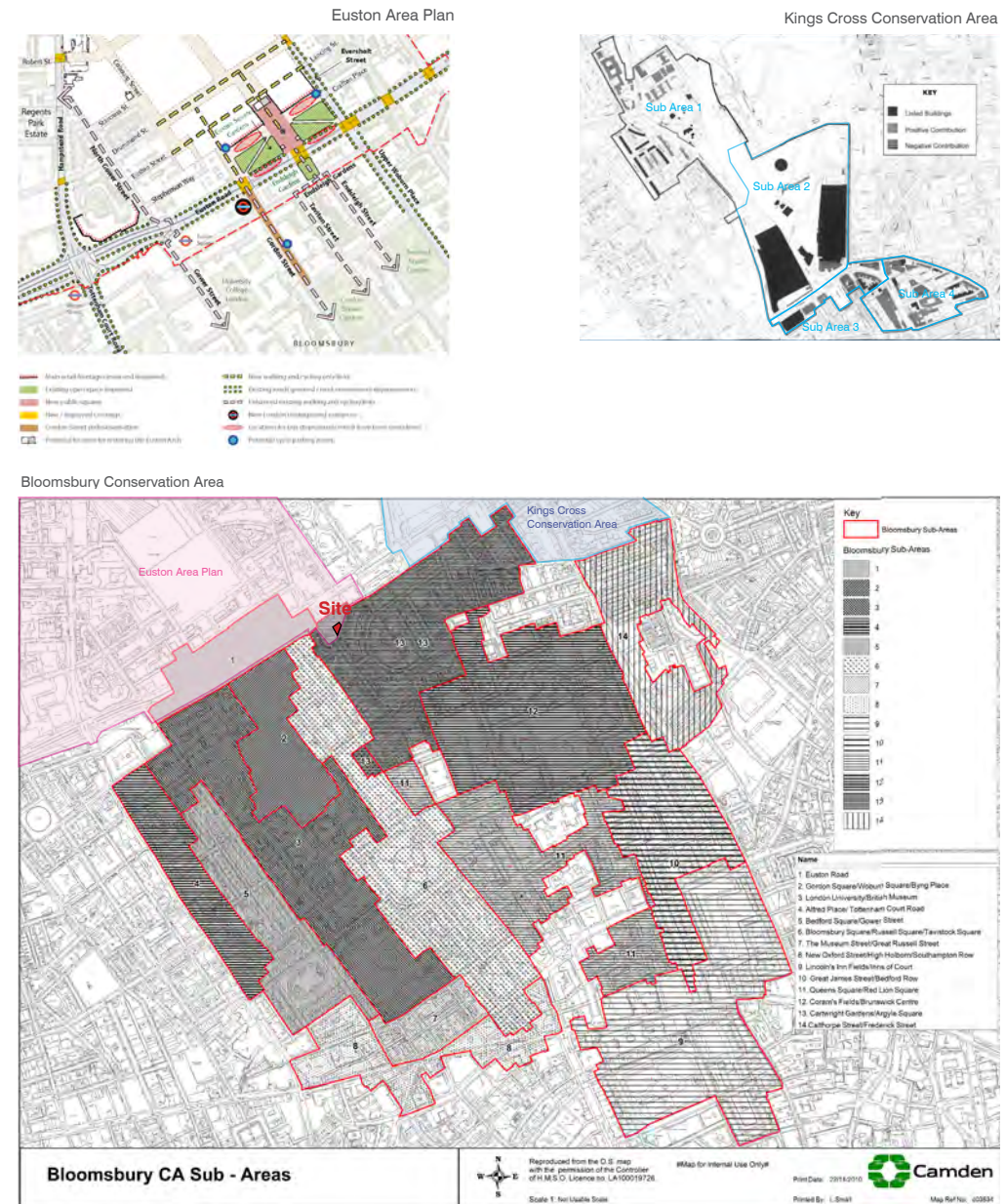
Kings Cross Conservation Area

This separates the 4 character areas and contains some of the most important historic buildings/ structures” in the UK

- 1 St Pancras Gardens
- 2 King's Cross/St Pancras
- 3 Euston Road
- 4 Gray's Inn Road

Euston Area Plan

The Euston Area Plan, abuts and overlaps the northern boundary of Sub Area 13 of the Bloomsbury Conservation Area. Its main focus affecting the site context are the intended improved pedestrian links and access towards the site from Euston Station. The site falls within the EAP.



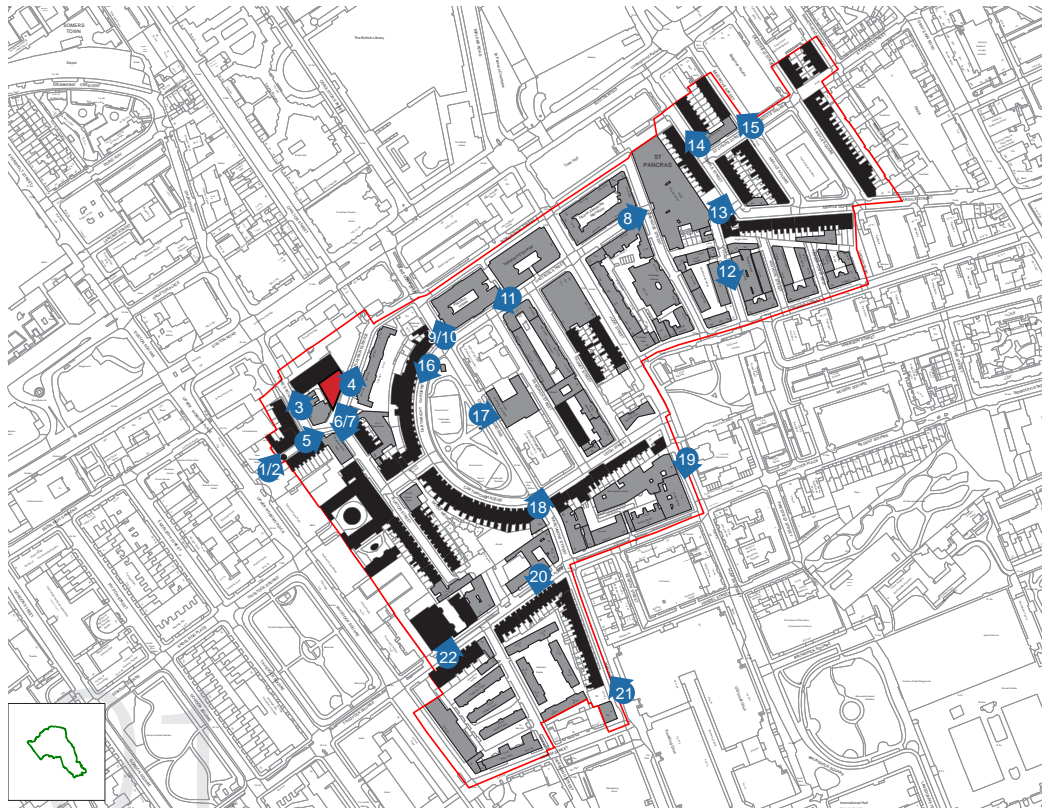
Context Analysis

Conservation Area Analysis

Sub Area 13 - Cartwright Gardens and Surrounding Streets

This Sub Area is characterised by -

- The Cartwright Gardens Crescent
- Uniform terraced housing 1810-20
- Large tenement blocks 1890-1900's
- Mixed use plots to north west corner
- Listed terraces and buildings
- The site is in a "back street character" location within the conservation area.



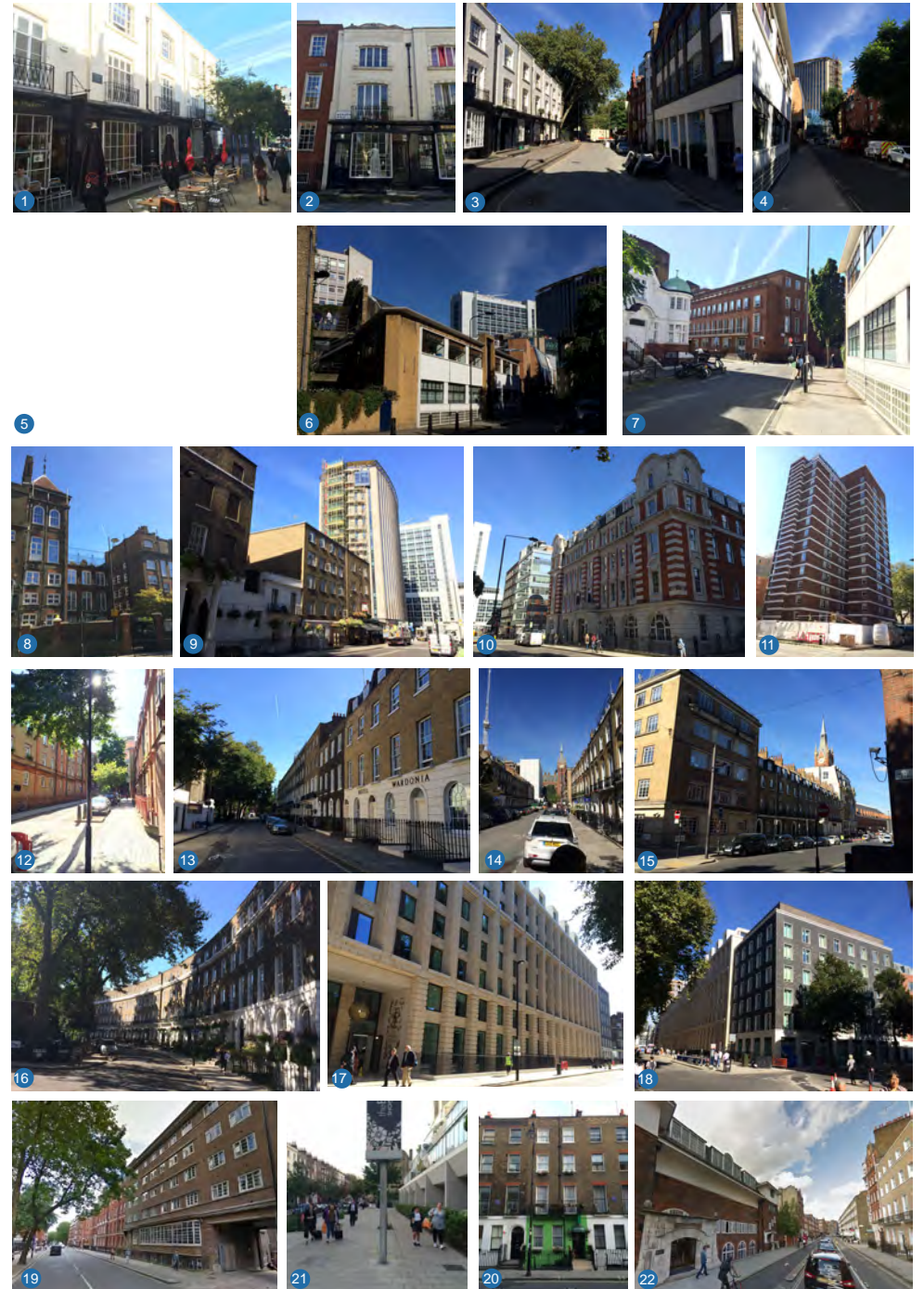
Bloomsbury CA Sub Area 13 Townscape Appraisal

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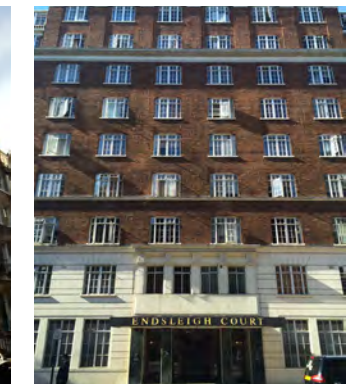
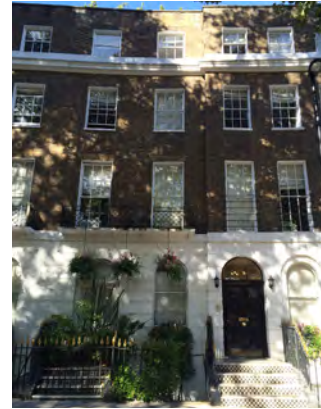
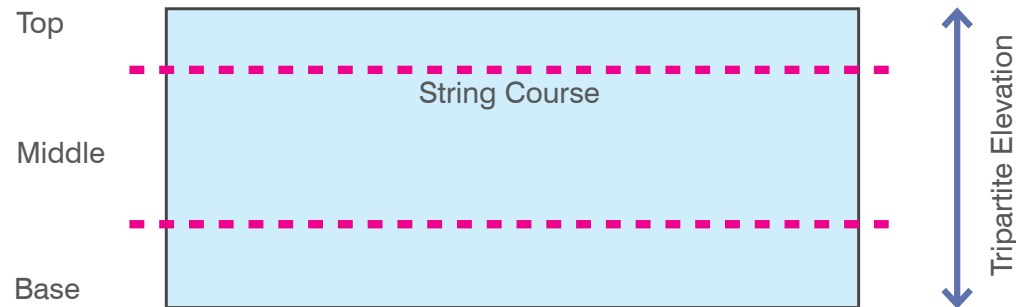


Context Analysis

Wider Context Design Character

Tripartite Elevations - Horizontal emphasis

Elevational analysis of historic and contemporary buildings within the Conservation Area gives numerous examples of horizontal emphasis to elevations. Tripartite Facades are often divided into Base, Middle and Top, where upper floors are separated by horizontal string course or banding.

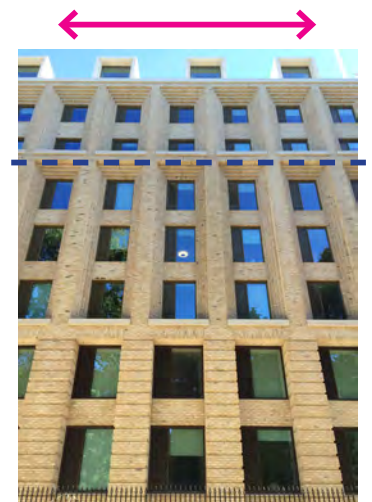
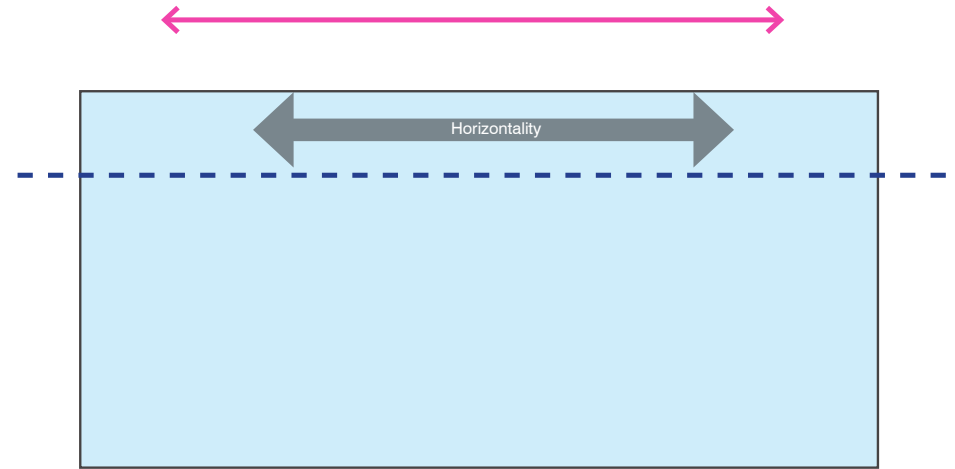


Context Analysis

Design Characteristics

Top Floors - Horizontal Emphasis

Elevational treatments in the conservation area often highlight the upper floor(s) of buildings using prominent string-course or cill details. This creates a horizontal emphasis giving a defined “top” to the buildings.

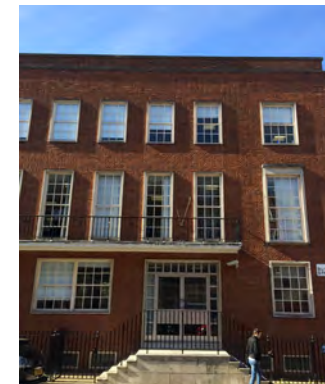
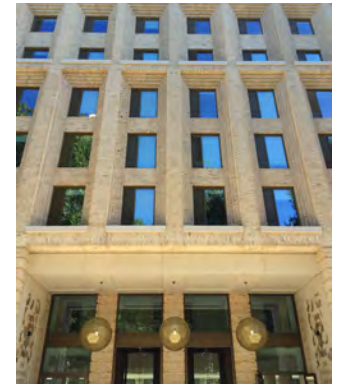
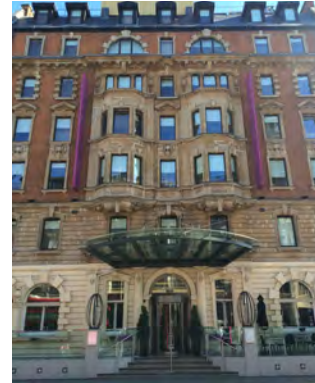
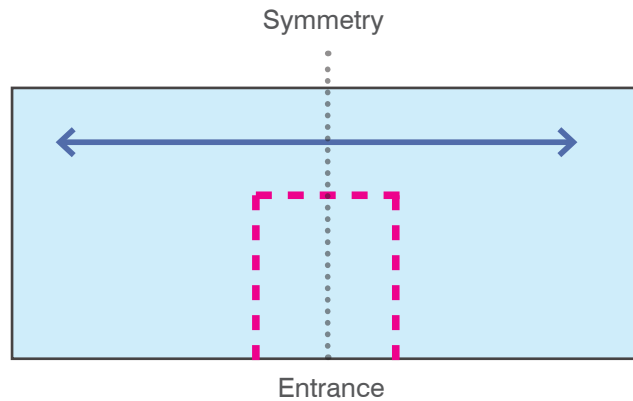


Context Analysis

Wider Context Design Character

Entrances - location and detailing

Typically elevations within the conservation area that present central entrances, provide an enlarged and detailed entrance with surrounding details and canopy. Upper floors sometimes continue over the entrance, often with additional elevational details. The composition of the elevation is generally symmetrical about the entrance.



Context Analysis

Local Context

“Back Streets”

These are typically secondary, tertiary or pedestrian only routes. Building forms are often more diverse in design and character and are more individual in nature, scale and materials. Often these “back streets” provide a refuge from the monumental scale of the surrounding main routes, providing a high quality yet diverse conservation area setting. This character sees 3-15 storey buildings from different centuries set side-by-side.



Bloomsbury CA Sub Area 13 Townscape Appraisal

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Context Analysis

Adjacent Context

Flaxman Terrace, Burton Road, Woburn Walk and Duke Street

This specific “Back Street” location provides a particularly eclectic mix of architectural styles and developments. From the G2 Listed Flaxman Lodge and 17 Duke Street opposite and behind the site, to the 5 Storey Georgian Elevations of Burton Road. Flaxman Terrace itself provides a range of preindustrial warehouses, Edwardian Mansion blocks, a 1950’s office frontage and a 1990’s-2015 tower block, all in a single view (right).



Woburn Walk



Duke Street



Flaxman Terrace



Flaxman Terrace



Flaxman Terrace



Duke Street



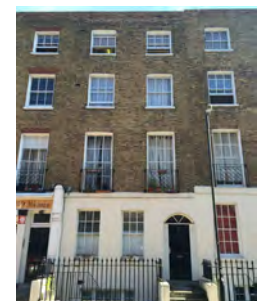
Flaxman Terrace



Flaxman Terrace to Burton Street



Burton Street - South



Burton Street

Context Analysis

Existing Building

Features and Details

20 Flaxman Terrace provides a 1950's presence to the street frontage, masking the majority of the original warehouse building. The resulting roof forms create an awkward and incoherent junction between the two elements, (visible from Duke's Road and along Burton Street). The reading of the warehouse is partially hidden, and instead the 1950's building forms the visible street frontage onto Flaxman Terrace.

The 1950's frontage has horizontal layering and provides a prominent entrance at its centre with stairwell behind. Glass block banding allows daylight into lower ground and provides a plinth for the elevation. Crittall windows puncture voids in the central rendered panels with projecting cill, head and surround details echoed in windows to the west elevation.

Heritage Analysis Summary

No.20 holds a prominent position on Flaxman Terrace. Key features of the building include -

- Horizontal layering
- Central Entrance and Stairwell
- Light yellow brick / render detailing
- Crittall Windows + Glass Blocks



New GF entrance wall



Fire escape link



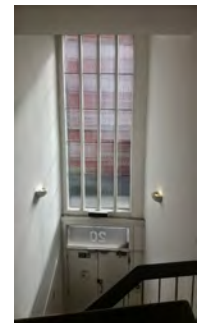
Dukes Road Access



Original Warehouse



Prominent Entrance



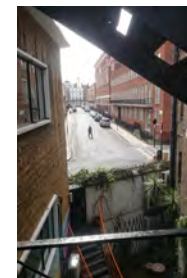
Stair Glazing



New / Old junction



Courtyard Access



1960's addition



Crittall windows + glassblocks



Internal Stair

Context Analysis

Existing Building

Lower Ground



Ground



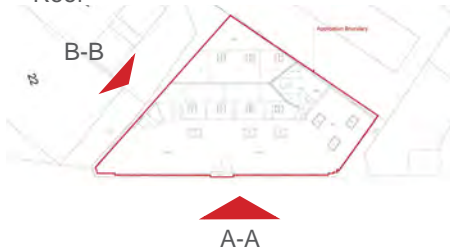
First



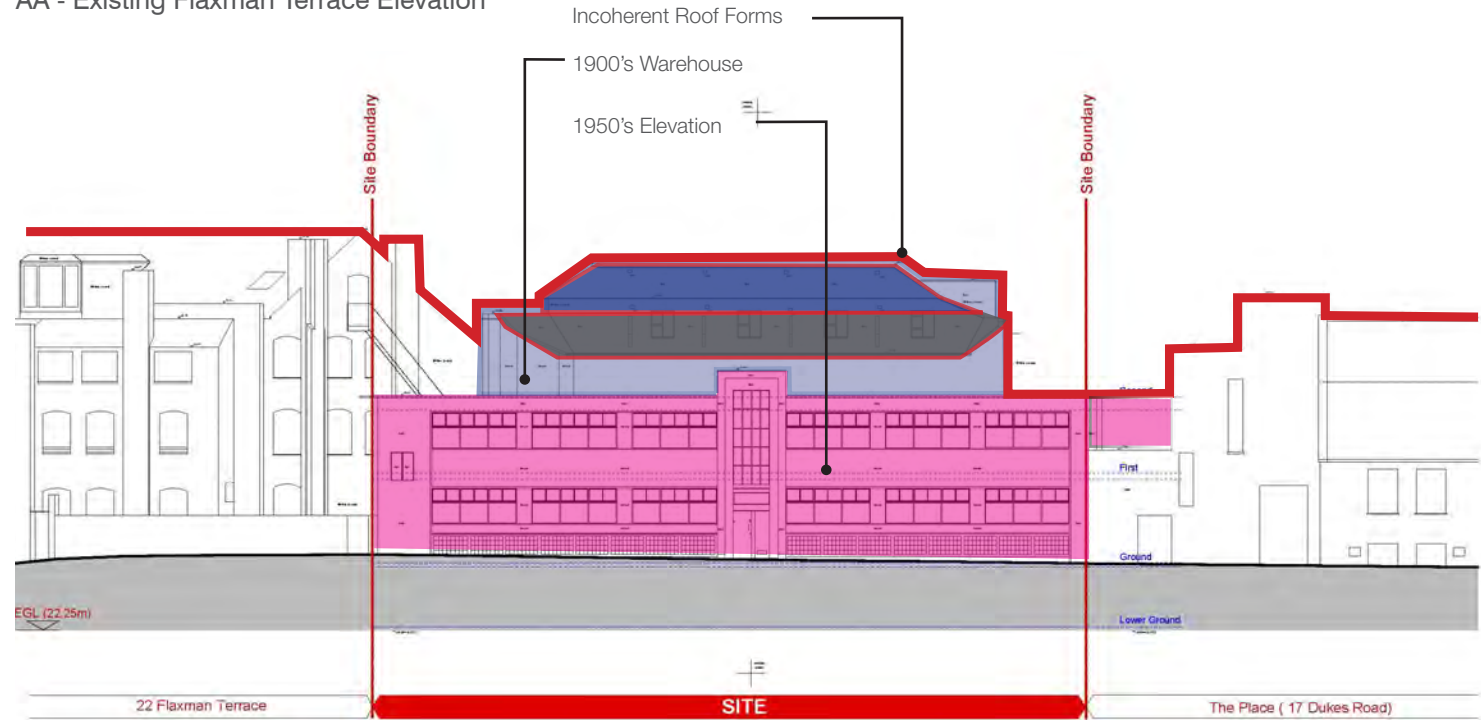
Second



Roof



AA - Existing Flaxman Terrace Elevation



BB - Existing West (Secondary) Elevation

KEY

- 1900's Warehouse
- 1950's office extension



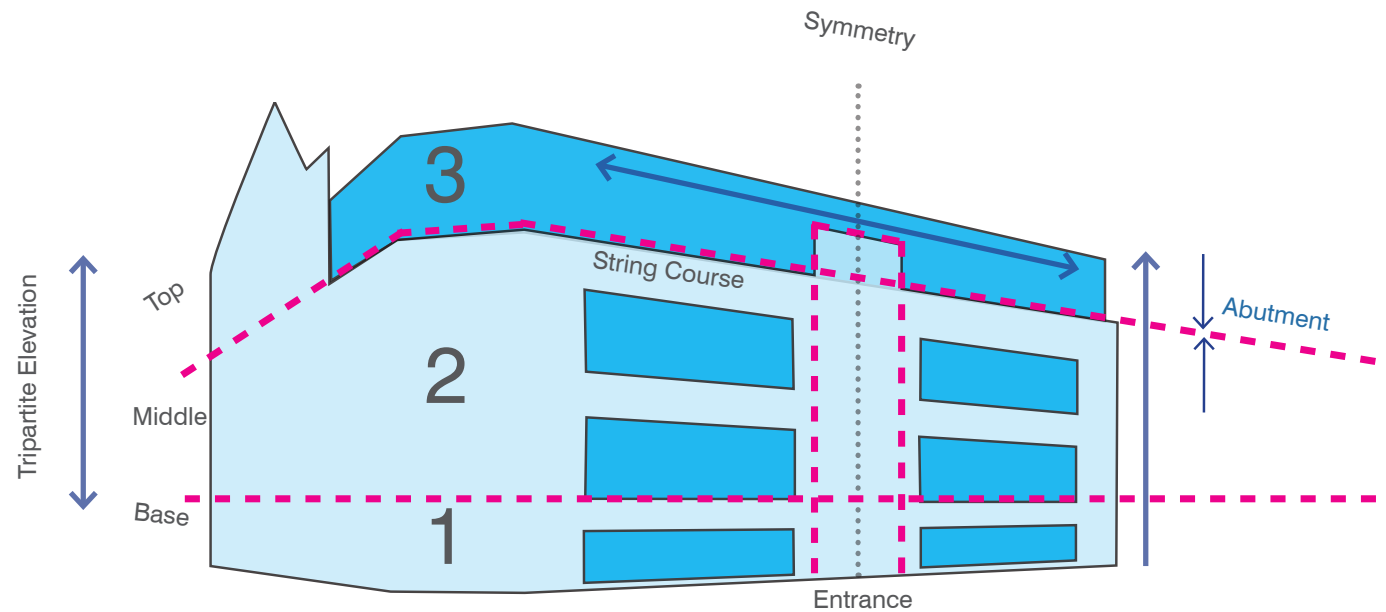
Context Analysis

Summary

Conservation Area Summary

Analysis of the Conservation Area over the previous pages has led to a combination of elements which when applied to the subject site result in the following observations / responses -

- Tripartite Elevations - exhibit base / middle / top
- Symmetry retained about central entrance
- Top Floors - often separated by a string course
- Materials - Contemporary buildings typically present brick and simple glazing details.
- Window hierarchy



 20 Flaxman Terrace - Existing

03

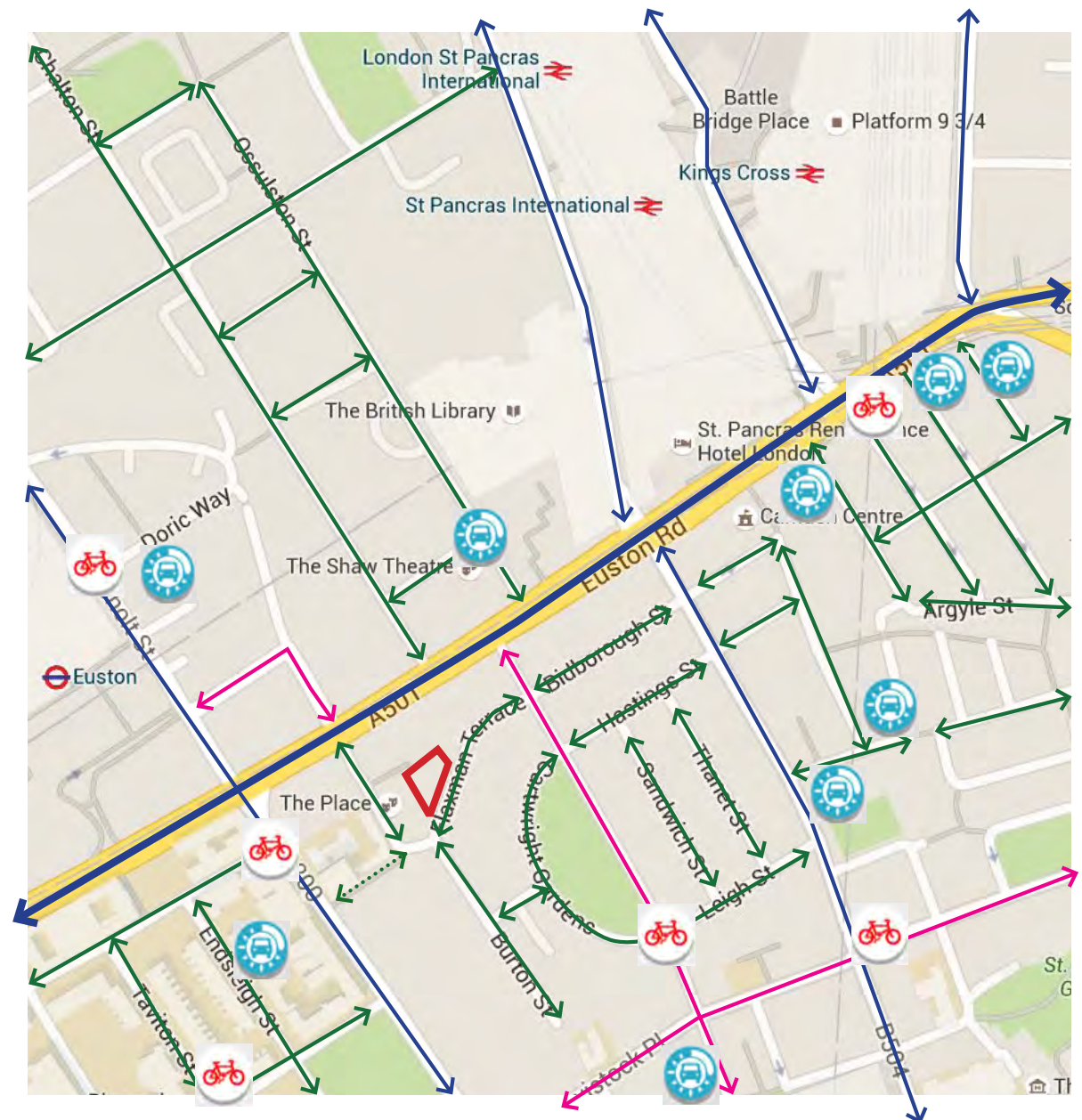
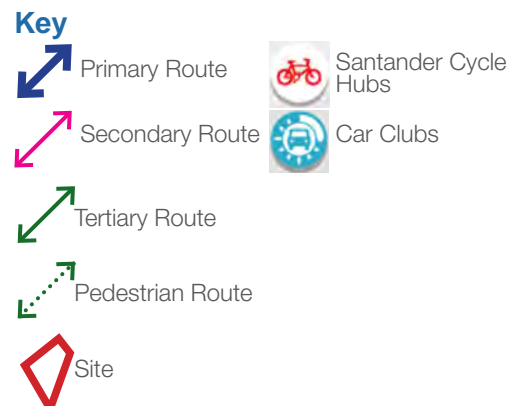
Site Analysis

Site Analysis

Transport & Movement

The primary public transport, vehicle, cycle and pedestrian routes for this PTAL 6B location are Euston Road, Woburn Place and Mabledon Place.

The main transport links near to the site are the Euston, Kings Cross and St Pancras Train and Underground stations. These are connected by the A501 Euston Road and which link the site to the wider city. These links will be enhanced upon completion of the redevelopment of the stations and the HS2 line into Euston from the Midlands project which will improve the link between Birmingham and London. Local connections to the Tube and Bus networks are found running along Euston Road, and include Warren Street, Euston Road and Great Portland Street, where, Goodge street, Russel Square and Holborn are close by to the south with buses running along adjacent many roads including Upper Woburn Place.



Site Analysis

Land Use

The existing site at 20 Flaxman Terrace is currently office use throughout.

Buildings to the north are predominantly commercial use. Buildings to the south are predominantly residential.

Key

- Commercial
- Entertainment
- Residential
- GF Retail with Residential over
- Eccelesiastical
- Hotel



Site Analysis

Massing

20 Flaxman Terrace office building Lower ground floor, 2 upper storeys then a setback top floor. The building has tall floor to ceiling heights of 2.7-3.4m.

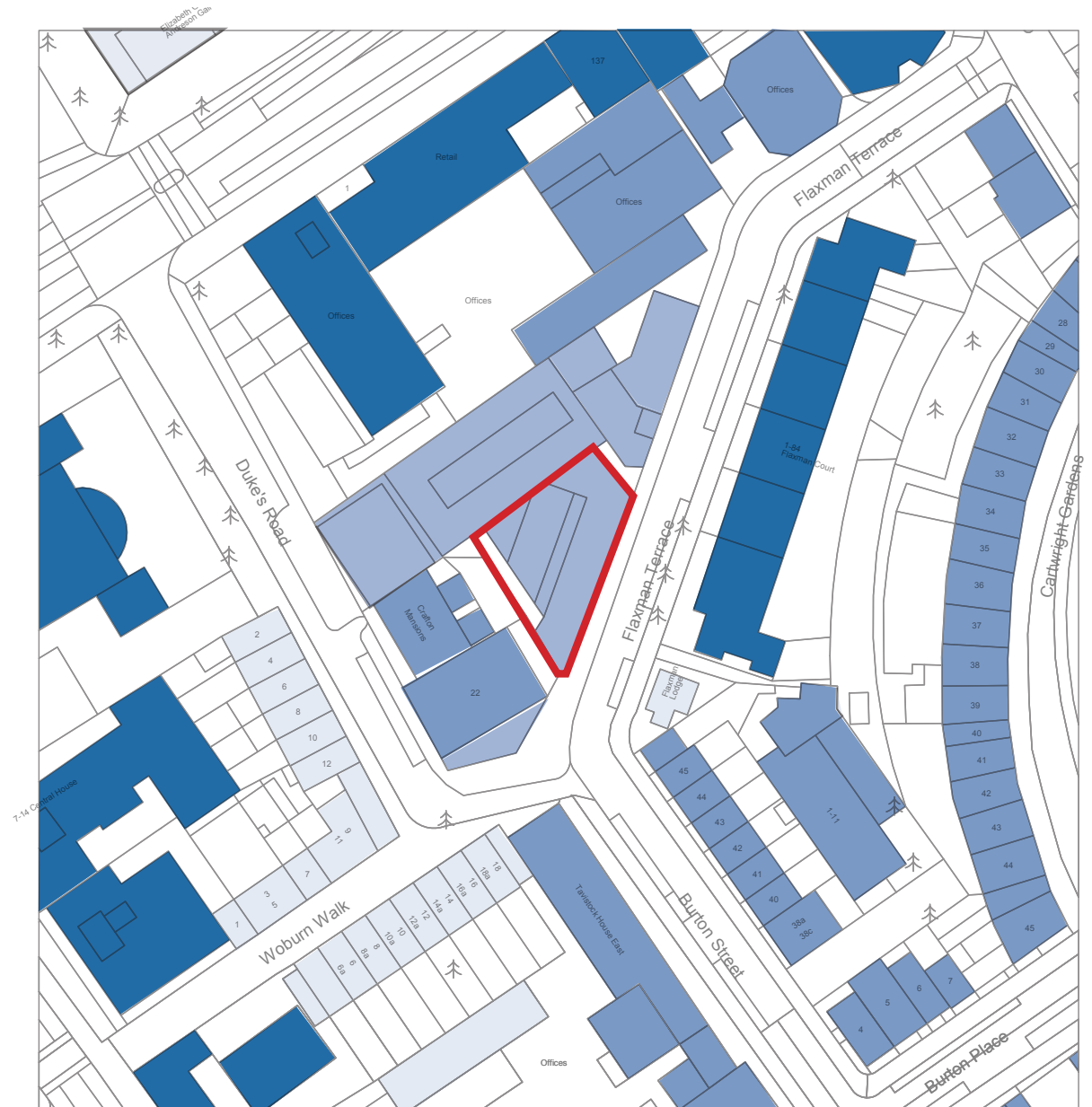
Immediately adjacent the buildings are between 4 and 7 storeys.

To the north east is the 15 storey, 1 Mabley Place. Hotel developments of 7-12 storeys typically front Woburn Place and Euston Road to the west and north.

South of the site the buildings and terraces range from 4-6 storeys.

The site provides the opportunity to improve the character of the built form at the junction of Flaxman Terrace and Burton Street while reiterating the growing importance of Flaxman Terrace itself.

Key



Site Analysis

Views

There are no specific views along Flaxman Terrace identified within the Bloomsbury Conservation Area Audit or within the council's Local Plan.

The site is located adjacent to the corner of Flaxman Terrace, Dukes Road and Burton Street. Therefore careful consideration should be given to its design and development in relation to this corner location.

The site is surrounded on 3 sides and views are limited to -

- View 1 - Corner of Dukes Road.
- View 2 - West along Flaxman Terrace
- View 3 - North along Burton Street.

See overleaf for views.



Site Analysis

View 1 - Corner of Dukes Road

- The building can only be viewed from an oblique angle with frontage partially visible.
- The site's 2.5 storey frontage is in contrast with the 6.5 storey Flaxman Court opposite, and buildings behind
- The overall view is dominated by the recently re-clad, 15 storey building behind.



Site Analysis

View 2 - West along Flaxman Terrace

- The building is predominantly viewed from an oblique angle.
- The site's 2.5 storey frontage is in contrast with the 6.5 storey Flaxman Court opposite.
- The metal clad "Place" has recent 2-3 storey extensions which dominate much of the view west along Flaxman Terrace, to the foreground.



View 3 - North along Burton Street

- The building is only partially visible from Burton Street
- Where visible, the building presents an incoherent roof-line.
- Views of the site are dominated by the fire escape and the 10 storey 1960's buildings behind.



Site Analysis

Opportunities and Considerations

Key Considerations

Following a review of the site and its surrounding area we have identified a number of site considerations and opportunities. This has informed the design development process.

- Roof Form - The existing building's roof creates an unresolved and incoherent frontage onto the street.
- Massing - the existing 2.5 storey frontage is subservient to the opposite 6.5 storey building and adjacent 4-5 storey buildings.
- Frontage - Existing building entrance is its prominent feature, providing a valuable asset to the building
- Access - Internal accessibility within the property needs upgrading to meet DDA / part M requirements.
- Context - Site is within Sub area 13 of the Bloomsbury Conservation Area. It is viewed from 3 local streets
- Details - high quality design within a conservation area



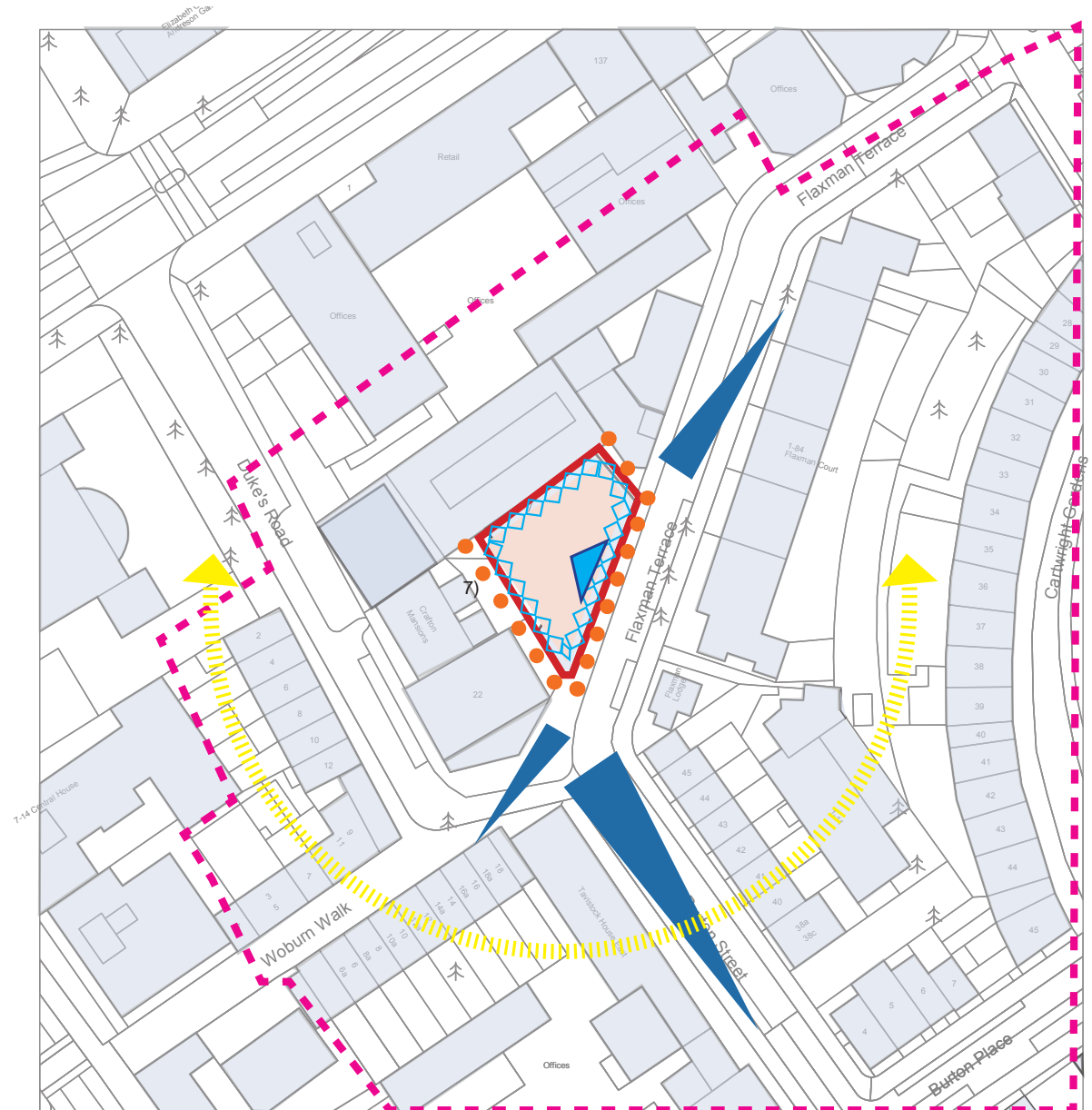
Site Analysis

Opportunities and Considerations

Key Considerations

There is an opportunity for high quality design which preserves and enhances the context, respects the local setting and adds vibrancy and additional high quality office space. Below we set out the opportunities the site presents: -

- **Roof Form** - Propose a coherent roof extension to resolve the currently awkward building / roof junctions.
- **Massing** - Provide an infill extension which maintains the building's subservience to neighbouring properties.
- **Frontage and Entrance** - Retain the existing facade
- **Access** - Improve accessibility to and within the property to meet DDA / part M requirements.
- **Context** - High quality design and materials of buildings in this location within the Bloomsbury Conservation Area.
- The infill extension should contrast the existing building, creating a clear legibility between old and new.
- The infill extension should be subservient to the existing neighbouring buildings.
- The infill extension should be minimized in height so as not to dominate the existing building.
- The infill extension should preserve and enhance the horizontality of the existing building.
- Complete the existing building



Site Analysis

Previous Application

The previous application (ref: 2016/0788/P) was refused on the 23rd January 2017 with four reasons for refusal including design, sustainability, measures to secure a contribution towards off-site housing and measures to secure a Construction Management Plan.

The 2016 application determined that the upward extension of the building was acceptable in principle with a number of two storey and single storey design options discussed during the assessment of the application. The refused scheme proposed a single storey light brick extension which was deemed to be too 'top heavy' and would be overly prominent in the streetscene as a result of the material choice.

The officer's delegated report indicates that officers prefer a modern design approach which clearly distinguished between the old and the new to unify the different elements of the existing building. Officers have also recommended that the extension would also need to have a horizontal emphasis that is subservient to the existing building.

This revised design approach has addressed officer comments as demonstrated on the following pages.

Site Analysis

Previous Application



Previous Application Photomontage

04 | Design Principles

Design Principles

Following a review of the feedback received from officers during the previous application the design has been revised to address previous officers comments and provide an alternative approach for consideration given that the principle of this single storey extension is considered acceptable. This ensures a contextual response whilst continuing to preserve and enhance the character and appearance of the Conservation Area.

Design Principles

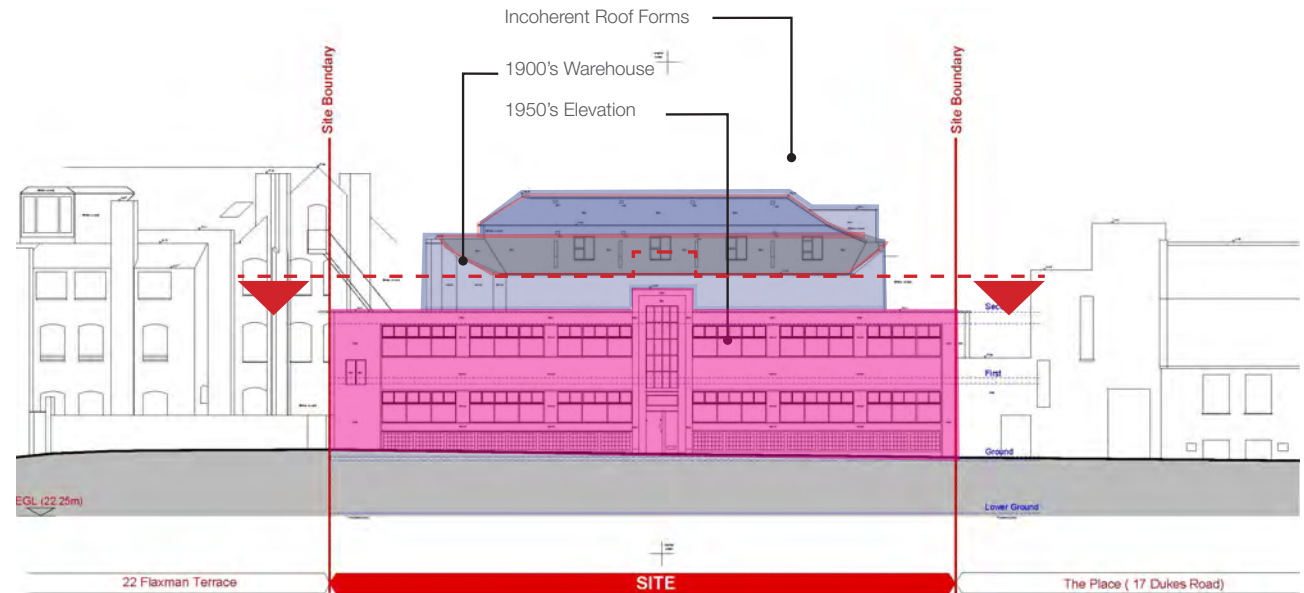
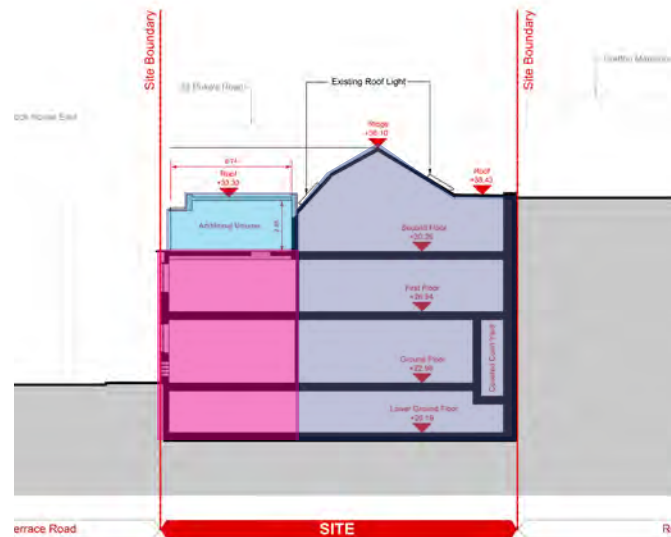
Roof Form

Propose a coherent roof extension to resolve the currently awkward building junctions.

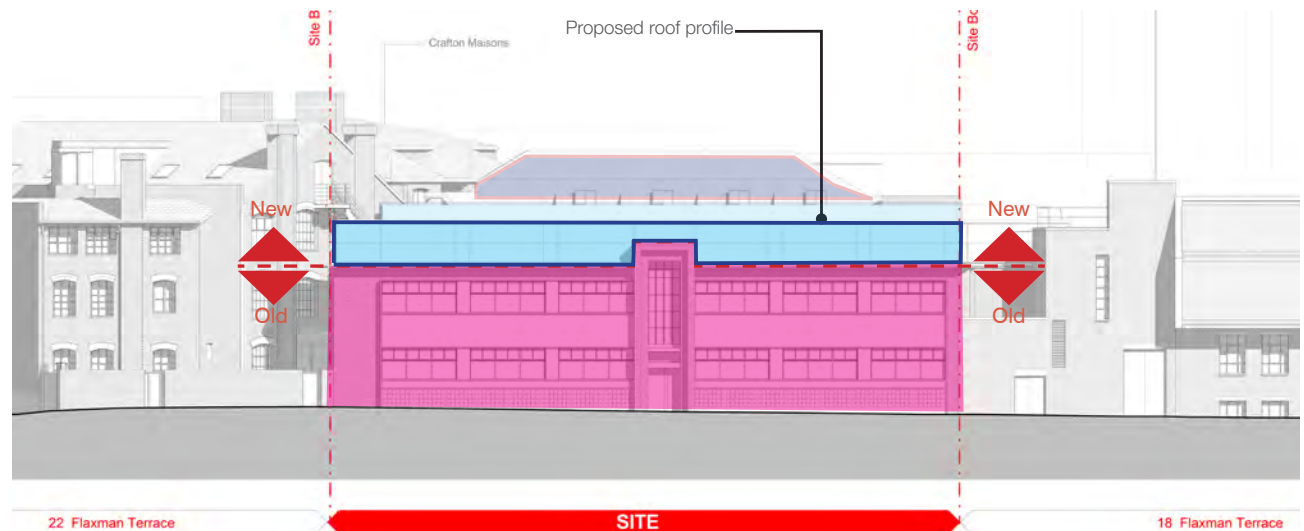
Complete the Existing Building

The current existing building appears disjointed and unrational. A simple extension will provide a sense of cohesion between the two elements, unifying the building while providing a clear distinction between the three elements.

- 1900's Warehouse
- 1950's office extension
- Proposed extension



Existing Flaxman Terrace Elevation



Proposed Flaxman Terrace Elevation

Design Principles

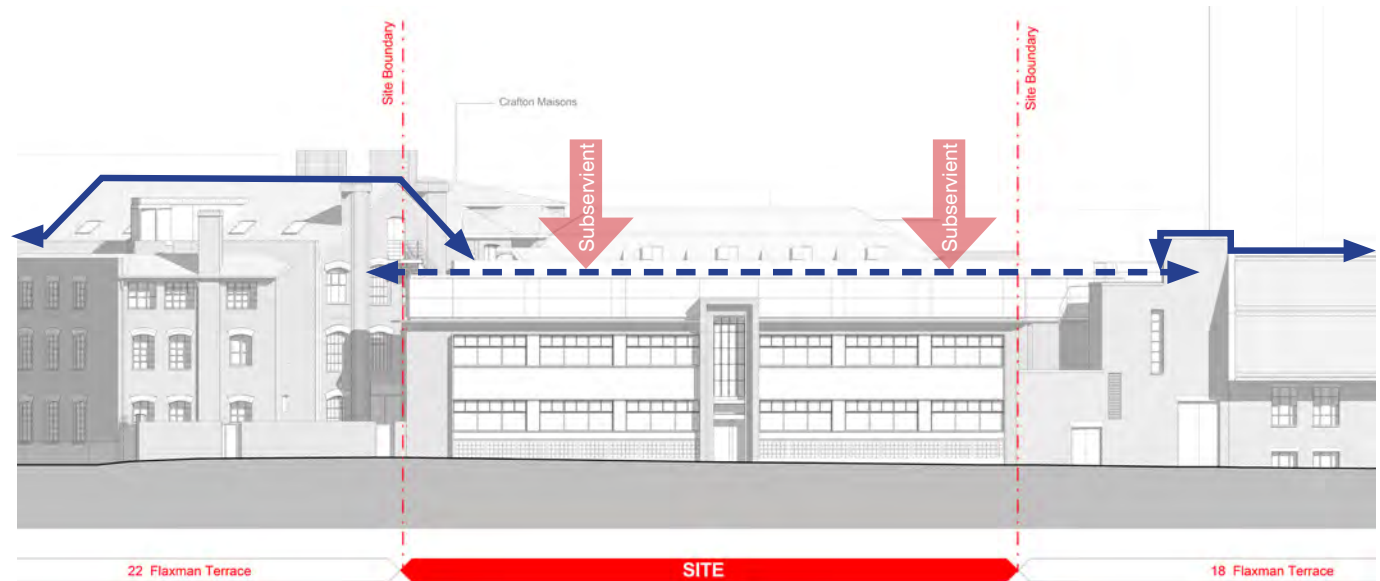
Massing

Massing - Provide an infill extension which maintains the building's subservience to neighbouring properties when viewed from the street.

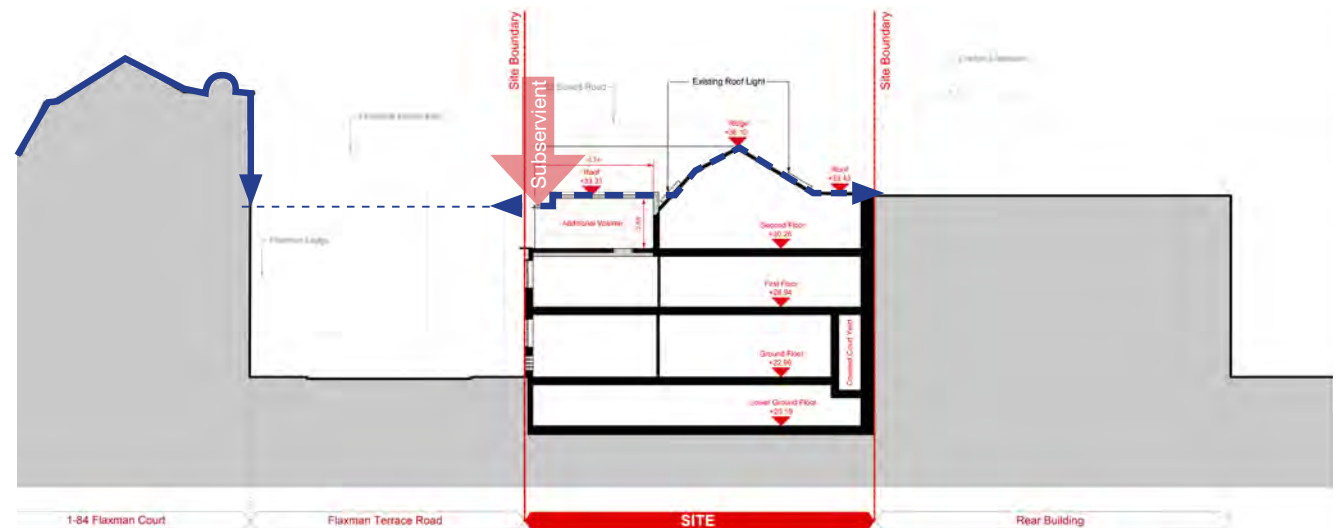
Subservience to Existing Neighbouring Buildings

The design has kept the height of the extension to an absolute minimum with a stepped section lower to the street. This ensures the proposal retains its subservience to the surrounding buildings.

The proposed extension will not extend above the existing roofline of the warehouse building.



Proposed Flaxman Terrace Elevation



Proposed Flaxman Terrace Elevation

Design Principles

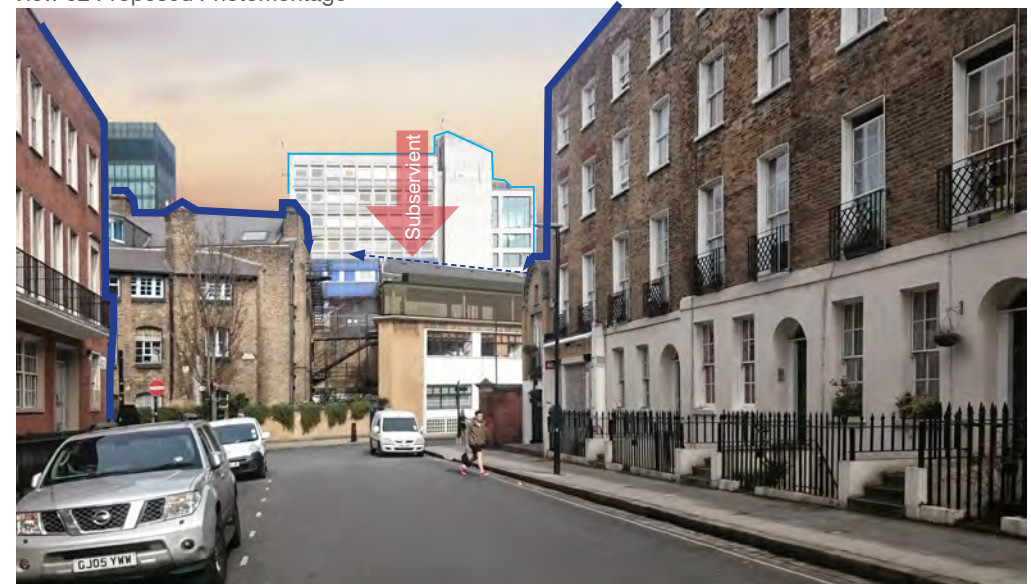


View 01 Proposed Photomontage



View 02 Proposed Photomontage

In all 3 views of the site, the proposal remains subservient to the surrounding neighbouring properties. Further to this views of the proposal are dominated by buildings in the back drop.



View 03 Proposed Photomontage