

### 03 SITE ANALYSIS

## 8-10 SOUTHAMPTON ROW & 1 FISHER ST OPPORTUNITIES


### OPPORTUNITIES

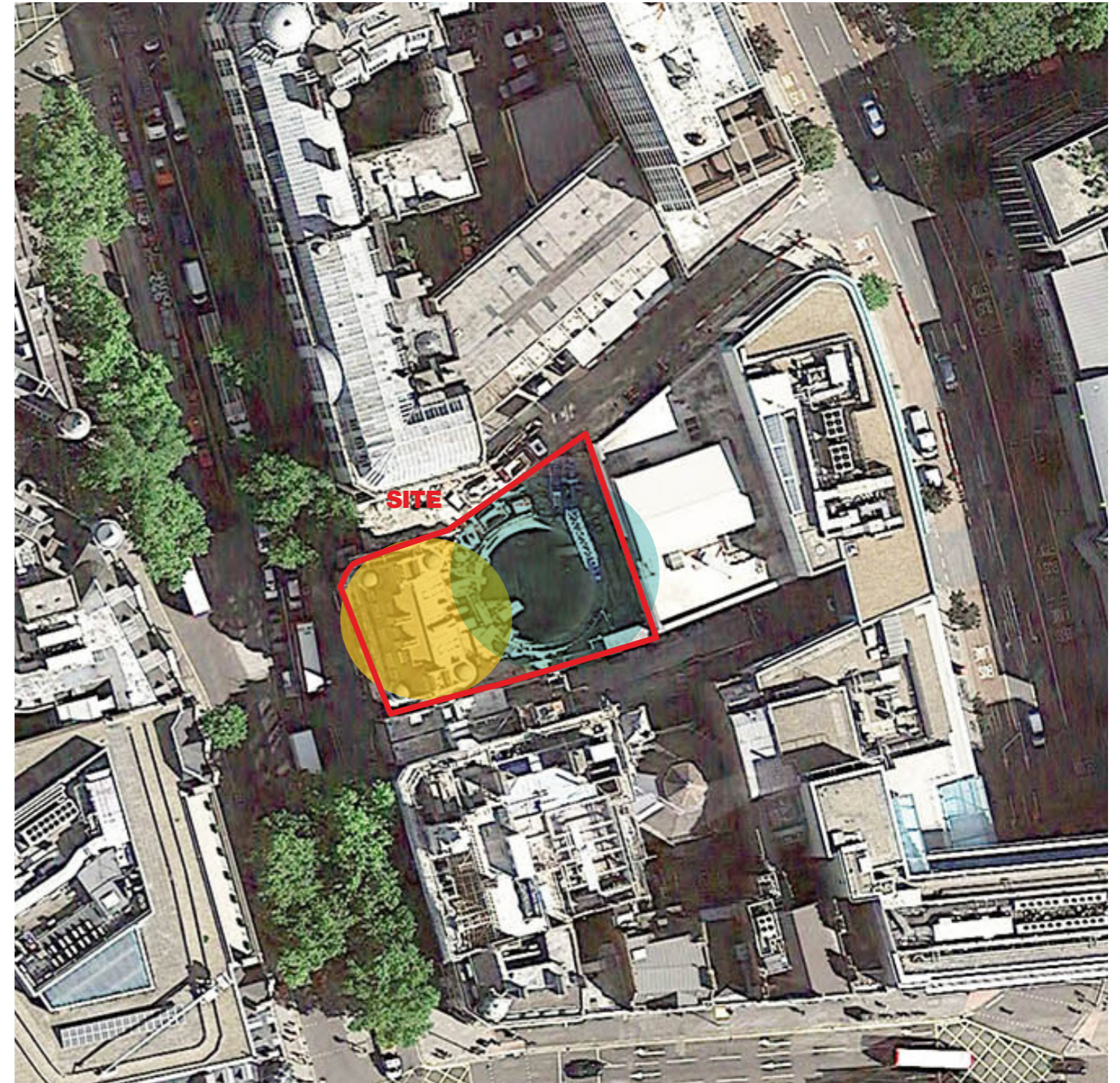
Carlisle House is a flamboyant Edwardian stone faced, steel framed building with a total of 8 floors, of which the top two floors consist of a mansard and dormer roof form.

The site is a unique opportunity to restore the existing listed Carlisle House to its original use of a hotel. It also presents an opportunity for a new build extension over the constraints of Crossrail site.

The condition of 1 Fisher St as described in earlier section presents a challenging scenario for future development and the rehabilitation of Carlisle House.

However, the value of Carlisle House as a listed building warrants a bold and creative design solution that will integrate both sites and truly give this heritage asset a new lease of life.

-  Grade II Listed Building
-  Over Site Development



# CONTEXT

## PLANNING CONTEXT

### THE APPLICATION SITE

- The Site comprises 8-10 Southampton Row and 1 Fisher Street which is currently a construction site for Crossrail. The Site is located some 100 m to the north of Holborn underground station.
- The Site is bound by Fisher Street to the north, Lion Court Conference Centre to the east, Catton Street to the south and Southampton Row to the west. The Site is identified in Figure 1 below.
- As shown in Figure 1, the Fisher Street part of the Site has been cleared of previous buildings and is currently a construction site for Crossrail. Under the provisions of Schedule 7 to Crossrail Act 2008, 'Plans and Specifications' approval was granted on 16 December 2011 by London Borough of Camden (LBC) for the Fisher Street intervention shaft and protective head house, which will allow emergency and maintenance access to the proposed Crossrail tunnel between Tottenham Court Road and Farringdon.
- The Site benefits from planning permission (Ref: 2013/1477/P) for an 8 storey development comprising 22 residential apartments. The approved development is proposed above the Crossrail head house, substation and maintenance shaft, incorporating these functions into the ground floor.

### 8-10 SOUTHAMPTON ROW

- The 8-10 Southampton Row part of the Site comprises a Grade II listed building which is currently occupied by Crossrail and used as a site office for the neighbouring development at Fisher Street. Ground floor provides site access, at first floor is currently a canteen area and kit storage/locker room, at second - fourth floors are offices, and the upper floors have been stripped out and are not in any use.
- Built in 1905 8-10 Southampton Row, also known as Carlisle House, was designed by architectural firm Bradshaw and Gass in an Edwardian Baroque style. The building was listed grade II on 5th May 1988.
- From the Planning History available on the Council's website, we understand that from 1996 to 2009 the building was in use as a 754 sqm (GIA) pub/restaurant (Class A4/A3) on the basement,

ground and first floors, with 9 residential flats (Class C3) on remaining floors above (Ref: P9603002R1), more of which below.

- The use of the building by Crossrail in recent years has substantially changed the internal configuration of the building such that there is little evidence of the building's previous use remaining, and the former residential units no longer habitable or easily restored.

### SURROUNDING CONTEXT

- The surrounding buildings vary in height, age and use. In the immediate surroundings though, the prevailing height is between 5 – 7 storeys, with some buildings to the east increasing to between 10-13 storeys in some limited places.
- In terms of age of the local buildings, the majority of buildings in Southampton Row/Kingsway were constructed in a relatively short period between 1900-1922, and show Edwardian style. The sites lining Kingsway were developed as a series of prestigious commercial buildings in a neo-classical style, generally uniform in materials, scale and massing and following a consistent building line. There are also a number of modern buildings featuring contemporary designs located to the east of the site.
- Many of the buildings feature commercial use at ground floor with offices or residential above.

### LAND USE DESIGNATIONS

For the purposes of applying planning policy the following and use designations apply. The Site is:

- Within the Central Activities Zone;
- Within the Central London Area;
- Within the London Suburbs Archaeological Priority Area; and
- Within the Holborn Growth Area (1 Fisher Street is not within the boundary).

### 03 SITE ANALYSIS

## CONTEXT PHYSICAL CONTEXT

Kingsway conservation area is an outstanding example of early 20th century commercial architecture, Southampton Row has a distinctive boulevard character defined by large scale developments with mature trees.

The character of this architecture contrasts strongly with the gardens and legal precinct of Lincoln's Inn Fields to the east and the smaller buildings of Covent Garden to the west.

The architectural interest comes from the generally uniform palette of materials (Portland stone, terracotta and granite) and the Neo-classical style. The consistent building line, similar height, bulk and scale of the buildings gives the area a coherent character.

Individually the buildings provide a range of architectural detail with some difference in quality. The roofscape contains many interesting parapets and cornices details, attics storeys, dormers, domes turrets and pieces of sculptures.

An analysis of the historic context and the impact on Carlisle House and the adjacent listed buildings, has informed and shaped the proposal.

Through in-depth streetscape studies, the form and massing was sculpted to ensure that the new build extension would be subservient to the listed building and has a complementary relationship to the surrounding context. The new extension seeks to pick some references from it context and using similar materials translate them to a contemporary architectural style, contrasting with its surroundings but without competing or jarring with the existing buildings.

During the document we explain further the design of the extension.



[ 1 ] View from Sicilian Avenue entrance towards the Site (8-10 Southampton Row).



[ 2 ] View from Holborn tube station towards Southampton Row.



[ 3 ] View from Southampton Row towards Kingsway tram subway intersection with Theobalds Rd



[ 4 ] Central St Martins College of Art and Design. Portland stone 'austere' facade.



[ 5 ] Sicilian Avenue. Distinct parade with terracotta clad screens. Highly decorative.



[ 6 ] Baptist church portland stone facade detail picture.

## SOUTHAMPTON ROW HISTORICAL CONTEXT

### INTRODUCTION

This is an introduction, more detailed analysis of the historic context can be found in the Heritage Statement prepared by Heritage Collective.

The grade II listed building is in use as a site office for the construction site to the rear for the Fisher Street Shaft, a large shaft required for the development of the Cross Rail network. Crossrail Limited are due to complete the shaft and vacate the application site by September 2017 and as such the applicant wishes to investigate the possibility of developing the entire site with a new hotel, incorporating the listed building and a new building to the rear, outside the conservation area.

The proposed scheme enable the entire site to operate as a high quality hotel with the intention of developing the scheme in conjunction with LBC and other key stakeholders including Historic England.

The scheme has been revised on the advice of Heritage Collective to ensure the effects of the development on the historic environment can be reduced as much as possible within the parameters of the development brief.

Planning permission was granted in 2013 for development over the top of the Fisher Street Shaft (2013/1477/P). The permitted building was designed to be specifically set back from the rear of the listed building to accord with rights of light into the residential units on the upper floors of the listed building (converted in 1996 and now not in use). At basement, ground and first floor the over site development scheme abutted the listed building. The opportunity now exists to link the sites and create a more efficient use of the land while maintaining the importance of the listed building as the frontage building.

### KINGSWAY CONSERVATION AREA

The majority of buildings in Kingsway were constructed in a relatively short period between 1900 and 1922. The London County Council attempted to introduce order and coherence by introducing a new scale and character to the streets replacing the intensely congested streets and courts. The redevelopment was guided by general constraints on height and materials.

The sites lining this new thoroughfare were developed as a series of prestigious commercial buildings in a neo-classical style, generally uniform in materials, scale and massing and following a consistent building line. As such, it provides a complete example of large scale Edwardian architecture. Pevsner says "It still retains much of its Beaux Arts panache, lined with commercial buildings on a colossal scale." Generally the buildings have shops at ground floor level and offices above.

Together with Regent Street, Kingsway and the Aldwych are outstanding examples of early 20th century commercial architecture on a comprehensive scale, whose character contrasts strongly with the gardens and legal precinct of Lincoln's Inn Fields to the east and the smaller buildings of Covent Garden to the west. Individually the buildings provide a range of architectural detail and there is some difference in quality. The whole however is cohesive; a distinct boulevard character was created a century ago and remains largely intact.

Most of the original composition in Kingsway survives and the buildings are characterised by elaborately composed and decorated Portland stone facades, some with Nouveau motifs, capped by a varied roofscape containing many interesting parapet and cornice details, attic storeys, dormers, domes, turrets and pieces of sculpture. Windows are decorated both with carving and with ironwork. Entrances are given prominence with capitols and decorated pediments and make a punctuation point along the road. Stone steps sometimes provide an imposing introduction to the building.

Many of the buildings were designed with integral shop fronts and through the decades these have been the subject of considerable change.

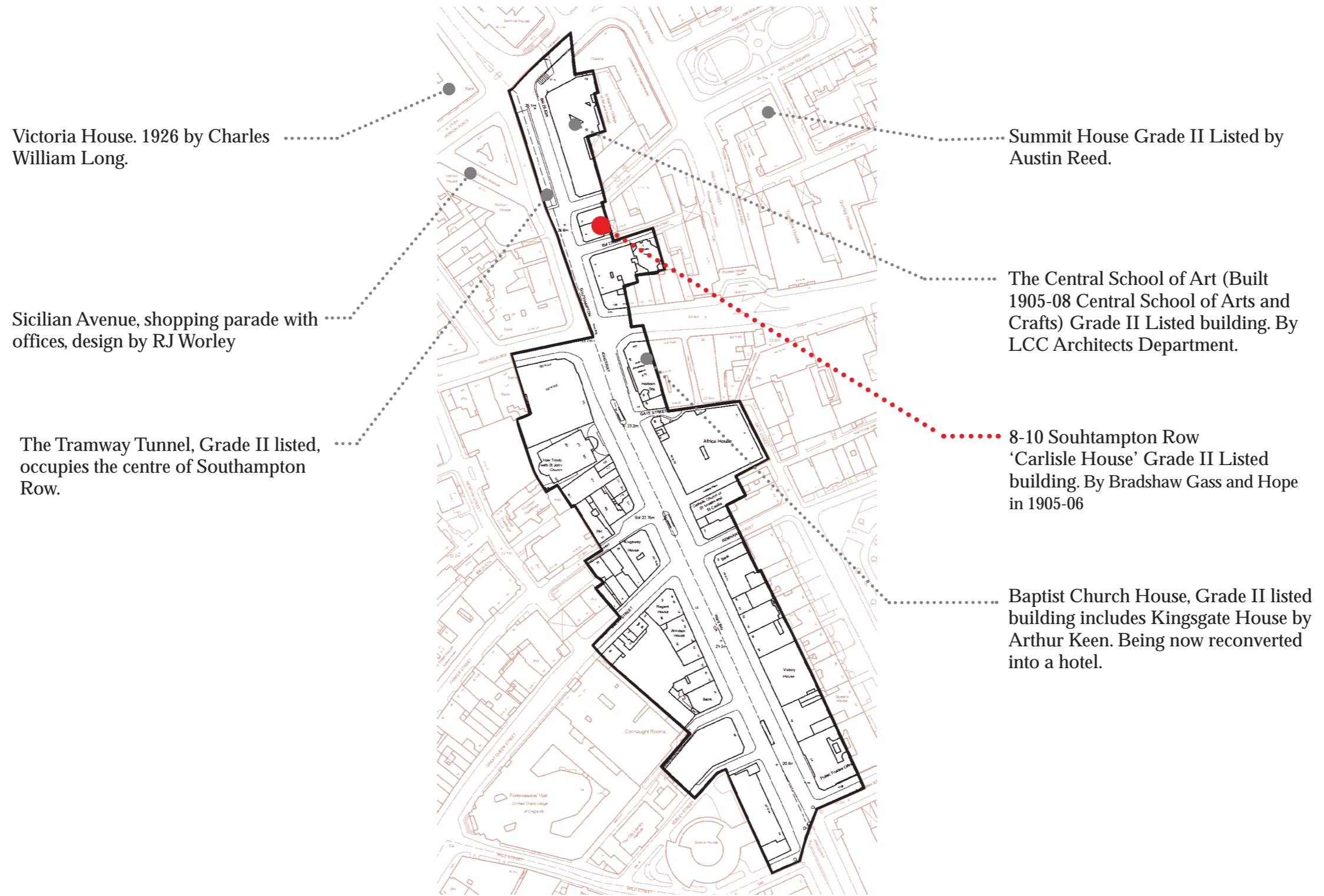


[ Above ] Historic Edwardian photograph of Southampton Row looking south.



[ Right ] map showing application site in red. Listed buildings marked with blue triangles, the Kingsway Conservation area in green and Bloomsbury conservation area in blue

# SOUTHAMPTON ROW HISTORICAL CONTEXT



### 03 SITE ANALYSIS

## CONTEXT SOCIAL CONTEXT

Southampton Row is one of the major thoroughfare running northwest - southeast from Russell Square to High Holborn.

Being a central location it provides a vibrant atmosphere of restaurants, bars and cafes distributed along the Southampton Row, High Holborn and Sicilian Avenue.

**Sicilian Avenue:**  
Built in 1910, it is one of the earliest pavement cafe areas in London. Currently the arcade provides a vibrant and lively atmosphere in which you can find various restaurants and retail shops. It also provides a pedestrian connection in between the proposal and Bloomsbury Square.

**Southampton Row :**  
Ground floors mainly occupied by restaurants, bars and offices located at upper level, create the perfect set for the project. The development proposal to restore Carlisle House will provide a new bar and restaurant facing Southampton Row, that will enhance and enliven street level activities and create a new destination place for local residents and international guests.

Fisher and Catton Street currently present an unattractive streetscape, that mixed historic building with modern and utility buildings like the UKPN building and Crossrail headhouse. The proposal tries to enhance and improve these streets through the high quality materials selection that will complement 'Carlisle House' but also by introducing along Fisher St some art windows display that will be eye catching and encourage pedestrian to use these streets as a connection in between Red Lion Square, Southampton Row and Sicilian Avenue .



Catton Street towards Southampton Row.



Sicilian Avenue looking towards Southampton Row.



View of Fisher St.



8-10 "Carlisle House" Southampton Row.



View from Red Lion Square towards Fisher St

**03 SITE ANALYSIS**

**8-10 SOUTHAMPTON ROW BUILDING HISTORY**

**8-10 SOUTHAMPTON ROW**

**“ CARLISLE HOUSE ”**

The building was originally built as the “Tollard Royal Hotel” and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06. It is a flamboyant Edwardian Baroque commercial, stone faced, steel framed building, of six storeys plus two dormer storeys.

Rusticated ground and first floors, above ashlar faced. Main entrance was on left hand corner; round-headed with rusticated keystone and voussiors, cartouche over and broken segmental pediment. Square-headed windows except to 4th floor where round-headed with heavy keys. Segmental pediments to 1st floor centre windows and continuous cast-iron balcony. Cornices above ground and first floors; main cornice above fourth floor with subsidiary cornice to fifth floor. Giant pilaster strips rising from second, through fourth floor. Corner turrets corbelled out from first floor level rising to copper covered domes. Turrets have irregular, narrow, vertically set windows. Returns with broad segmental pediment above 4th floor and tall pedimented gable above. Tall slab chimneys.

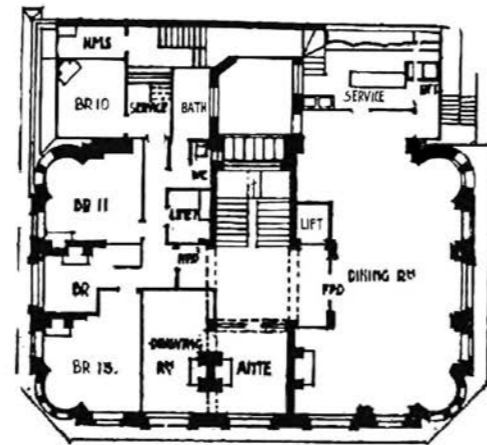
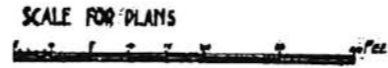
The building also has two levels of basement, with the lower basement being situated beneath the main basement at the rear of the building.

The rear facade was glazed brick with a lower lean-to extension, some of the brickwork shows signs of having been rebuilt, probably in the mid 20th century, the rear extension of the building has been demolished down to ground level to create a worksite for the construction of an underground shaft construction.

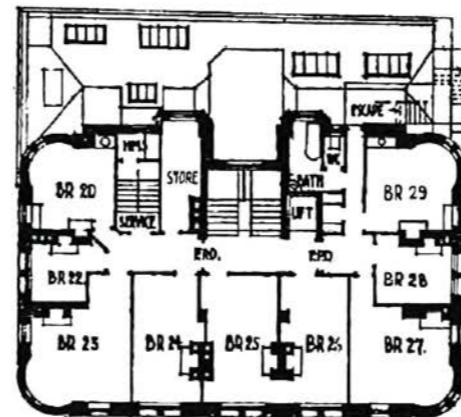
By the mid 20th century the building incorporated a bank. after occupied by a pub/restaurant on the ground and first floors, with residential accommodation occupying the floors above. No surviving features of note on the upper floors, except for some small fireplaces, windows frames and stair from basement to fifth floor.

The most recent use of the building is as Crossrail offices (basement, ground first and second)with vacant upper floors.

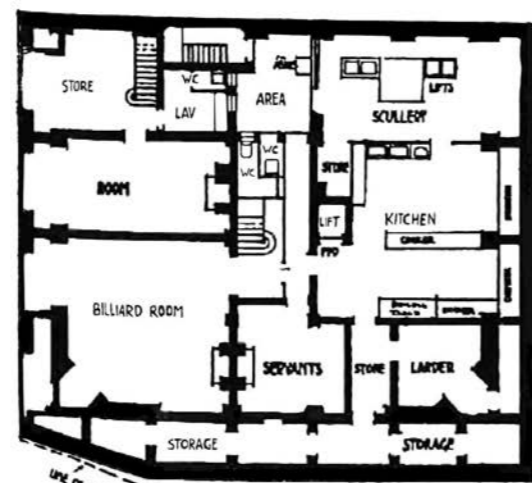
ROYAL LONDON FRIENDLY SOCIETY SOUTHAMPTON ROW  
AND  
"TOLLARD ROYAL HOTEL"



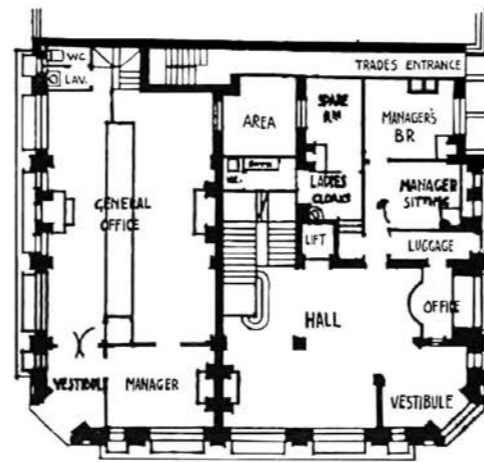
FIRST FLOOR PLAN



SECOND FLOOR PLAN

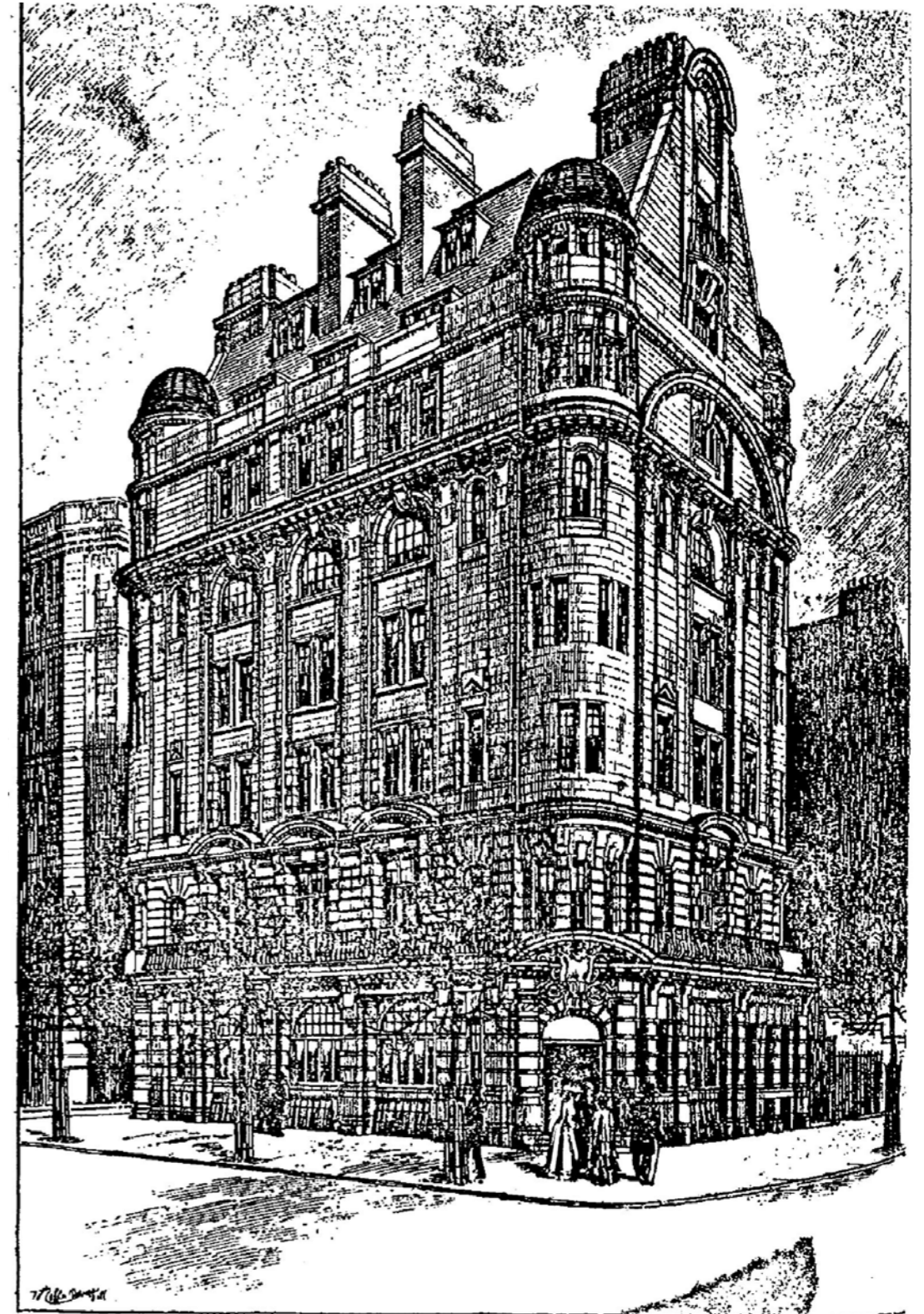


BASEMENT PLAN



GROUND PLAN

BRADSHAW & GASS FRIM  
ARCHITECTS CITY RD EC  
& SILVERWELL ST BOLTON



Royal London Friendly Society Fronts Offices Southampton Row & Tollard Royal Hotel Bradshaw & Gass Frim

[ Above ] Original floor plans for Southampton Row

[ Above ] Illustration of the original building

# 04 LISTED BUILDING EXISTING CONDITION





**04 LISTED BUILDING  
EXISTING CONDITION**

**EXISTING EXTERNAL  
CONDITION**

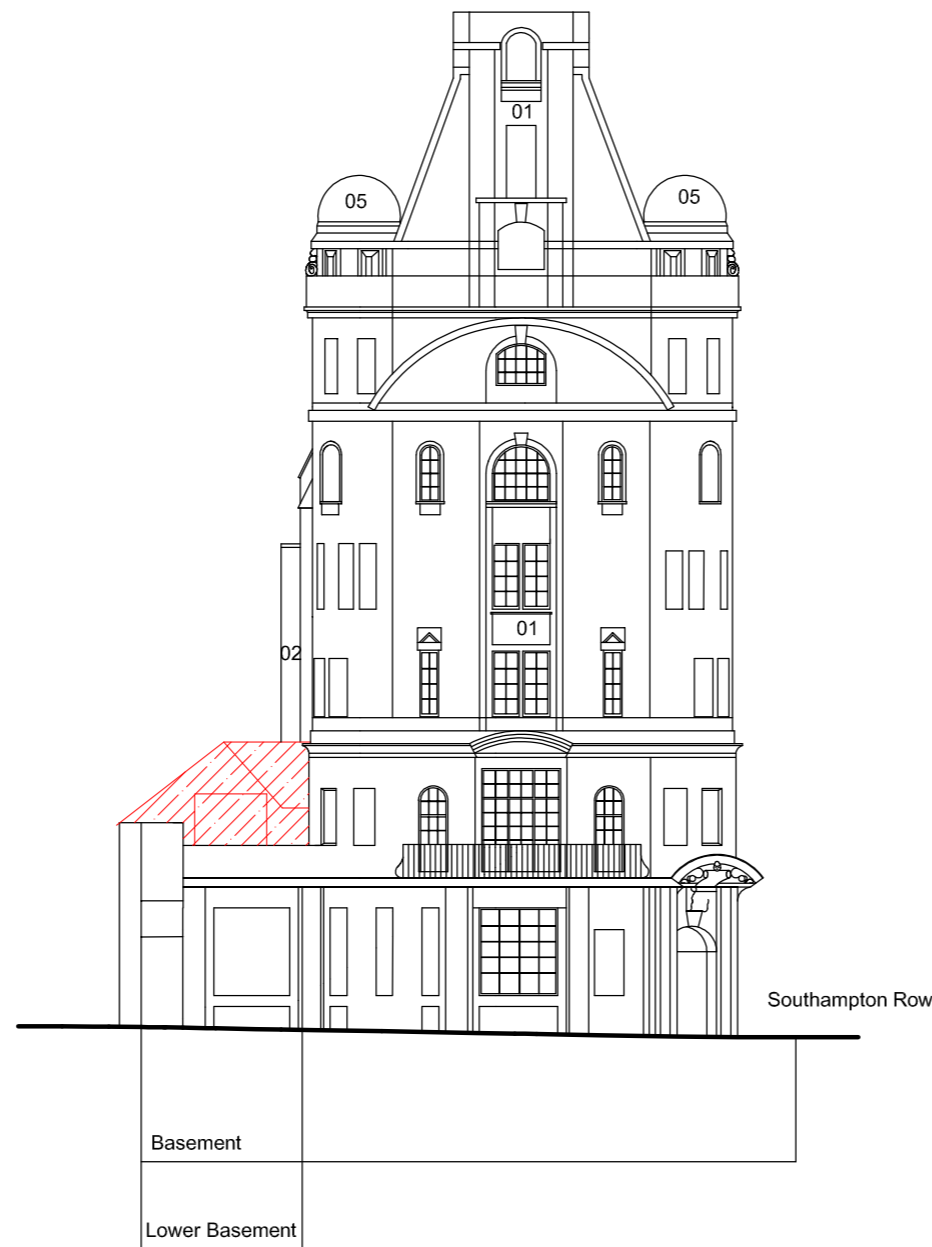
**EXISTING CONDITION  
PRESENT USE**


8-10 Southampton Row was formerly in use as a restaurant/pub at basement, ground and first floor with 9 residential units above.

London Underground purchased the site in 2009 to accommodate a site office for the adjoining Fisher Street Shaft building works.

Presently from basement to the fourth floor are in use by Crossrail, with the upper floors being vacant. To facilitate Crossrail's occupation of the building and to gain access to the adjoining Fisher Street shaft a substantial amount of demolition to the rear of the building has taken place. Notably the external primary means of access to the former residential units has been removed. The demolition drawings on the left shows the area removed by Crossrail.

Internally, the temporary office accommodation has removed the layout of residential units at second - fourth floors, with the fifth to seventh floors being substantially altered and structural reinforcement has been introduced in the upper floors.



 Area demolishes by Crossrail

