

2 Context

2.4 The Bloomsbury Conservation Area

Bloomsbury Conservation Area

In statutory terms, the architectural significance of No. 20 Bedford Way has been recognised by the listing of the building at grade II*. The significance of the wider neighbourhood is reflected in its designation as the Bloomsbury Conservation Area.

The Bloomsbury Conservation Area covers an area of approximately 160 hectares extending from Euston Road in the north, to High Holborn and Lincoln's Inn Fields in the south, and from Tottenham Court Road in the west to King's Cross Road in the east.

Bloomsbury is widely considered to be an internationally significant example of town planning. The original street layouts, which employed the concept of formal landscaped squares and an interrelated grid of streets to create an attractive residential environment, remain a dominant characteristic of the area.

Some patterns of use have changed over time, for example, offices and hotels came to occupy former family dwelling houses. However, other uses have survived and help to maintain the area's distinctive and culturally rich character (the most notable include hospitals, university and academic uses, cultural institutions such as museums, legal uses, and on a smaller scale, specialist retailers).

The site is located in the Bloomsbury Conservation Area, which was designated in 1968 and extended several times. [The Conservation Area Appraisal and Management Strategy](#) was produced in 2011. Generally, the Bloomsbury Conservation Area is noted for its formally planned arrangements of streets and squares.

The document states that:

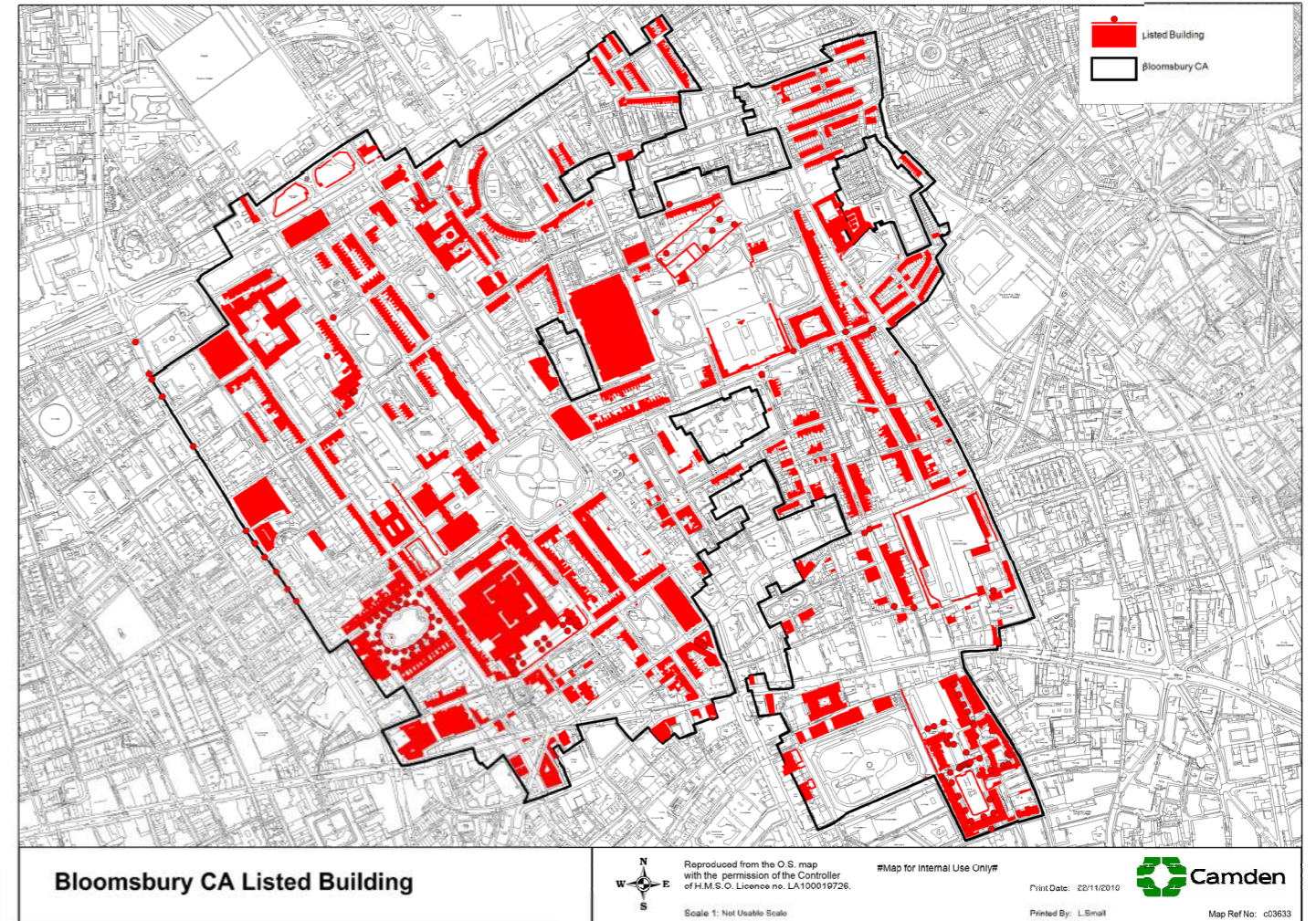
The quintessential character of the Conservation Area derives from the grid of streets enclosed by mainly three and four-storey development which have a distinctly urban character interspersed with formal squares which provide landscape dominated focal points.

This document divides the Conservation Area into a number of sub-areas based on shared characteristics. No. 20 Bedford Square is mentioned under two of the Sub Areas. In Sub Area 3: University of London/British Museum, the building is described as part of a group with its Lasdun-designed neighbour, the Philips Building extension to SOAS, stating that the two buildings:

Share a common vocabulary derived from postwar British Brutalist architecture: stark concrete, strongly modelled structures with horizontal glazing, and distinct sculptural forms including vertical circulation towers. While radical interventions in the Bloomsbury landscape, the Lasdun buildings are now part of the established character of the Conservation Area.

In Sub Area 6: Bloomsbury Square/Russell Square/Tavistock Square, No. 20 Bedford Way is mentioned for its dominant presence in the Bloomsbury streetscape:

On the north side, the southern end of Denys Lasdun's Institute of Education (grade II listed) has a bronze-coloured glazed curtain wall elevation facing the square... The western side of the street is occupied entirely by the strongly modelled elevation of Sir Denys Lasdun's 1970s grade II* listed Institute of Education and Clore Institute of Advanced Legal Studies. A notable example of British Brutalist architecture, the street elevation is punctuated by the vertical staircase towers and lecture room 'pods' at roof level.*



Bloomsbury Conservation Area
Appraisal and Management Strategy

Adopted 18 April 2011



Camden Site Allocations
Local Development Document

9th September 2013



2 Context

2.5 UCL Bloomsbury Campus Masterplan

UCL Estates commissioned a masterplan for the Bloomsbury Campus in May 2010. It identified a number of strategic opportunities in line with key strategies, to enable UCL to grow in an effective manner, whilst allowing for changes in funding, organisation and student numbers.

The Masterplan responds to the following key objectives proposed by the university:

- growth strategy for a consolidated campus
- supporting the imperative to reduce UCL's carbon footprint
- enhance the user experience - students, staff, public
- reinforce academic and commercial business case
- provide flexible and adaptable accommodation
- rebalance space use
- identify collocation opportunities
- identify 'swing space' opportunities
- responsive to future changes in the student demographic

The emerging 20 Bedford Way proposals seek to respond to and enhance the Masterplan recommendations.



Lifschutz
Davidson
Sandilands
Architects
Design Consultants
Urban Planners

UCL Masterplan
Bloomsbury Campus
Adopted Masterplan Summary
Nov 2011

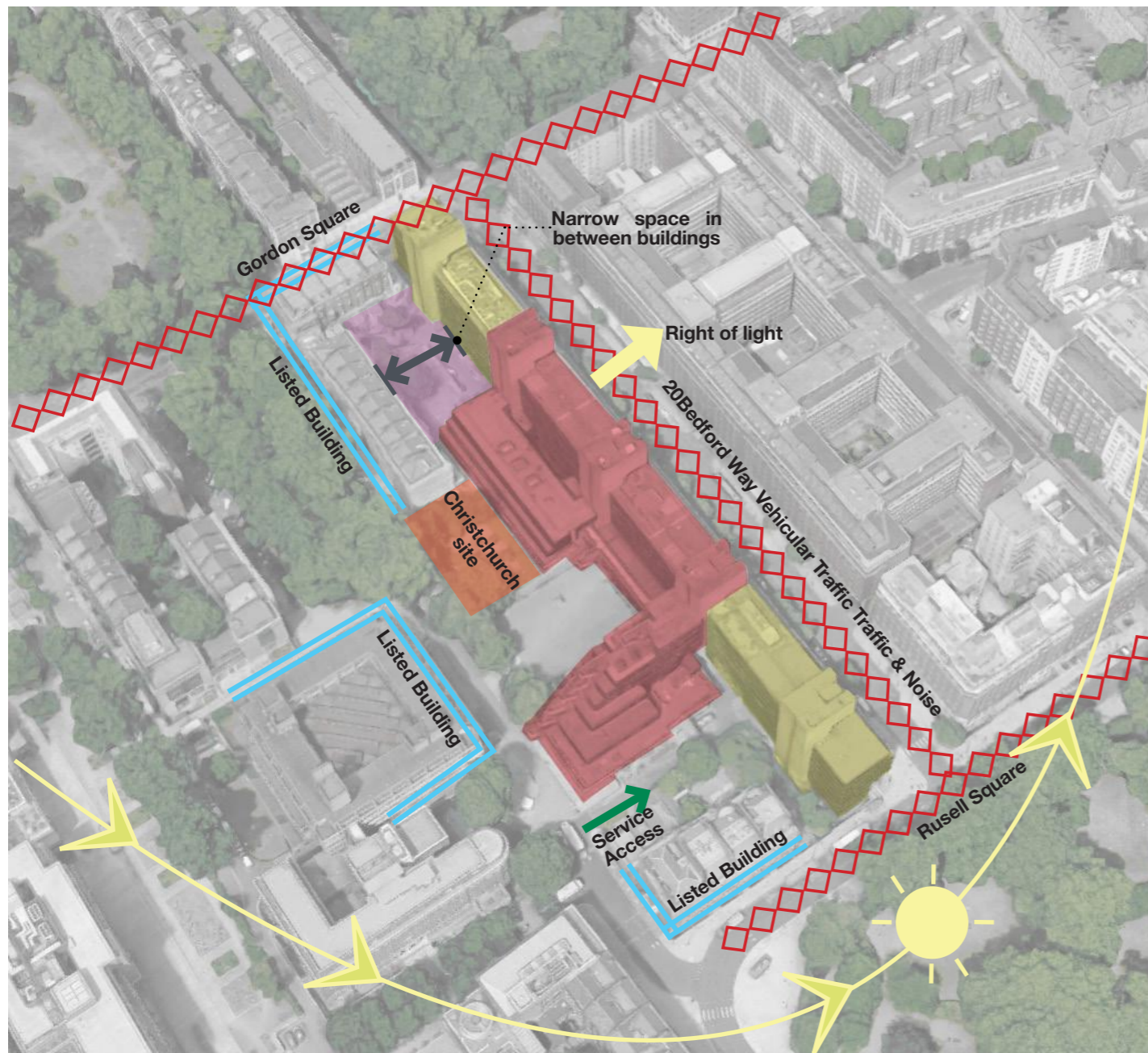


2 Context

2.6 Site Analysis

Our proposals are derived from a close reading not only of the wider context, but also of the 20 Bedford Way site itself, and its various opportunities and constraints, as illustrated on the diagrams below.

Constraints



Opportunities

