

Arthur Stanley House

Townscape, Visual Impact and Heritage Assessment



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1.0 Introduction

- 1.1 This Townscape Visual Impact and Heritage Assessment has been prepared in support of the planning application at Arthur Stanley House, Tottenham Street, in the London Borough of Camden. This report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design, townscape and heritage.
- 1.2 The assessment considers the visual impact of the Proposed Development on the townscape of the area around the Site, analysing the character of the surrounding townscape, and assessing the effect of the Proposed Development on views from locations around the Site (see below regarding the selection of viewpoints).
- 1.3 There are a number of heritage assets around the Site, including listed buildings and conservation areas. This assessment considers the effect of the Proposed Development on the settings of these heritage assets.
- 1.4 The report sets out the following:
- Relevant statutory duties and design and historic environment policy and guidance.
 - A description of the Site and its context, including statements of significance of nearby heritage assets.
 - An assessment of the architectural and urban design quality of the Proposed Development.
 - Consideration of the effect of the Proposed development in views from 13 viewpoints.
 - An assessment of the effect of the Proposed Development on the local townscape, views, the Charlotte Street Conservation Area and the setting of other identified heritage assets.
 - Conclusions.

Selection of viewpoints

- 1.5 Viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape, views and the setting of heritage assets, using 'before and after' views, and these are illustrated in section 5. Candidate viewpoint locations were identified based on an examination of maps and aerial photographs, maps and lists of listed buildings, and good prior knowledge of the area.
- 1.6 A final selection of 13 viewpoints was made following a site visit and with the aim of providing a representative range of viewpoints and within the following three types of viewing location in particular:
- Views, if any, that have been identified as significant, by the planning authority or others, e.g. in planning policy and guidance documents and conservation area appraisals (there are no such views of the Site);

- Other locations or views of particular sensitivity, including those viewpoints in which the Proposed Development may significantly affect the setting of heritage assets; and
- Representative townscape locations from which the Proposed Development will be visible.

- 1.7 The viewpoints were agreed with Council officers during preapplication discussions.
- 1.8 For the 13 identified views illustrated in section 5, there are images of the view as existing and as proposed provided as 'Accurate Visual Representations' ('AVRs'). AVRs are provided either as rendered (photorealistic) images or as 'wirelines' (diagrammatic representations showing the outline of the redevelopment proposal as a red line; dashed where the scheme is occluded by foreground development). Rendered and wireline images illustrate accurately the degree to which the development will be visible, and its form in outline. Rendered images also show the detailed form and the proposed use of materials. People have been added to proposed rendered images.
- 1.9 AVRs are produced by accurately combining images of the proposed development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The AVRs were prepared by ink, a firm who specialise in the production of these images, and their methodology is included at appendix A.

2.0 Planning policy and guidance

- 2.1 This section sets out the statutory duties, national policy and guidance, and regional and local plan policies and guidance which are relevant to the consideration of the townscape and historic environment matters.

National Legislation

The Planning (Listed Buildings and Conservation Areas) Act (1990)

- 2.2 Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states, *'in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.'*
- 2.3 Section 72 of the Act requires that when considering applications for planning permission for buildings or land in a conservation area, *'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area'*.

National planning policy and guidance

The National Planning Policy Framework (March 2012)

- 2.4 The Department for Communities and Local Government's National Planning Policy Framework (NPPF) states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three dimensions; economic, social and environmental.
- 2.5 The NPPF states, at paragraph 14, that *'At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking'*.
- 2.6 Among the core planning principles set out at paragraph 17 are that planning should *'always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings'* and should *'conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations'*.
- Requiring good design*
- 2.7 Section 7 of the NPPF deals with design. At paragraph 56, the NPPF states that *'Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people'*.
- 2.8 The Paragraph 60 states that *'Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative*

through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness'.

- 2.9 Paragraph 61 states that *'although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment'*.
- 2.10 Paragraph 63 states that *'in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area'*.
- 2.11 Paragraph 64 states that *'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'*.

Conserving and enhancing the historic environment

- 2.12 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It applies to the heritage-related consent regimes under the Planning (Listed Buildings and Conservation Areas) Act 1990, plan-making and decision-taking.
- 2.13 Heritage assets are defined in Annex 2 of the NPPF 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. Heritage assets include designated heritage assets and heritage assets identified by the local planning authority (including local listing).'*
- 2.14 The NPPF requires and applicant to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting (para 128). It goes on to say that *'the level of detail should be proportionate to the heritage asset's importance and no more than is sufficient to understand the potential impact of the proposal on their significance.'*
- 2.15 The NPPF identifies three key factors local authorities should take into account in determining applications:
- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - The positive contribution that conservation of heritage assets can make to sustainable communities including their economic viability; and
 - The desirability of new development making a positive contribution to local character and distinctiveness.
- 2.16 Paragraph 132 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.

2.17 Para 133 states that *'where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:*

- *the nature of the heritage asset prevents all reasonable uses of the site; and*
- *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *the harm or loss is outweighed by the benefit of bringing the site back into use.'*

2.18 Where a development proposal will lead to 'less than substantial' harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (paragraph 134).

2.19 Paragraph 135 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

2.20 The NPPF requires local planning authorities to look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. Paragraph 137 goes on to say *'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'*.

2.21 The setting of a heritage asset is defined in Annex 2 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. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'*

Planning Practice Guidance (March 2014)

2.22 The national Planning Practice Guidance was launched by the Government on the 6th March 2014. It provides a web-based resource in support of the NPPF.

2.23 The PPG includes a section entitled 'Design'. This explains, inter alia, the importance of good design, the planning objectives that good design can help to achieve, the qualities of a well designed place, and how buildings and the spaces between them should be considered.

2.24 The planning objectives of design are stated to include promoting, inter alia, local character; safe, connected and efficient streets; a network of green spaces and public places; and cohesive and vibrant neighbourhoods.

2.25 In terms of the qualities that contribute to a well designed place, the PPG states that a well designed place should:

- *'Be functional;*
- *Support mixed uses and tenures;*

- *Include successful public spaces;*
- *Be adaptable and resilient;*
- *Have a distinctive character;*
- *Be attractive; and*
- *Encourage ease of movement'*

2.26 The PPG identifies the following considerations which may be relevant in terms of how buildings and the spaces between them should be considered:

- *'Layout - the way in which buildings and spaces relate to each other;*
- *Form - the shape of buildings;*
- *Scale - the size of buildings;*
- *Detailing - the important smaller elements of building and spaces; and*
- *Materials – what a building is made from'*

2.27 The PPG includes a section entitled 'Conserving and enhancing the historic environment'. This considers the factors that should inform decision taking about developments that would affect heritage assets. It notes that *'Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals'*. The PPG notes that setting is defined in the NPPF and *'is the surroundings in which an asset is experienced, and may therefore be more extensive than its curtilage'*. The PPG states that *'A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.'*

Regional planning policy and guidance

The London Plan – Spatial Development Strategy for Greater London (March 2016)

2.28 The London Plan is *'the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.'* The policies most relevant to townscape, conservation and visual assessment are contained in Chapter Seven 'London's Living Places and Spaces'. The London Plan was updated in March 2016 to include the Minor Alterations to the London Plan (MALP).

2.29 Policy 7.1, on 'Lifetime Neighbourhoods', states that *'the design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.'* Policy 7.4 expands on the theme of local character and states that *'Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings.'*

2.30 Policy 7.4 expands on the theme of local character and states that *'Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings'*.

2.31 Policy 7.6 on architecture states that *'Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials*

and design appropriate to its context. It goes on to set out a list of requirements of new buildings and structures including, inter alia, that they should be *'of the highest architectural quality'*; they should *'be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm'*; they should include details and materials that *'complement, not necessarily replicate'* local architectural character; they should not cause *'unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings'* which is said to be particularly important for tall buildings; and they should *'optimise the potential of sites'*.

- 2.32 Policy 7.8 'Heritage Assets and Archaeology' states that *'Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural details'*.

Local planning policy and guidance

The Camden Local Plan (July 2017)

- 2.33 The Camden Local Plan was adopted on 3rd July 2017. It replaced the Core Strategy and the Camden Development Policies. It covers the period up until 2031, and will aim to help the delivery of the Council's vision for Camden.
- 2.34 **Policy D1** on 'design' states that development in the borough should respect local context and character, and preserve heritage assets in accordance with Policy D2. It also notes that the development must preserve strategic and local views and integrate well with the streets and spaces in the surrounding area. This policy notes that the borough is sensitive to the development of tall buildings, and tall buildings must relate to their surroundings, both at street level and within the skyline, and should take into account *'the historic context of the buildings surroundings'* and *'the relationship between the building and hills and views.'*
- 2.35 **Policy D2** on 'heritage' aims to preserve and enhance heritage assets and their settings and ensure no loss or harm comes to them. The policy states that no loss of harm to a heritage asset will be permitted unless the loss or harm is necessary to achieve substantial public benefits which outweigh the loss or harm, or all of the following apply:

- a. *the nature of the heritage asset prevents all reasonable uses of the site;*
- b. *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;*
- c. *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- d. *the harm or loss is outweighed by the benefit of bringing the site back into use."*

It goes on to state that with regard to conservation areas, development must preserve or enhance the character and appearance; and must not cause harm to the character or appearance even if it is located outside the conservation area. It states that the Council will resist demolition of an unlisted building if that building makes a positive contribution to the conservation area.

London Borough of Camden's Fitzrovia Area Action Plan (March 2014)

- 2.36 The Fitzrovia Area Action Plan was adopted on 3rd March 2014. The aim of the Fitzrovia AAP is to help shape the future of Fitzrovia by developing a vision for the area, ensuring that growth in the

area balances the needs of different uses. It coordinates development proposals for some significant sites within the area, and aims to ensure that growth benefits the area.

- 2.37 The Fitzrovia AAP describes the character of the Site and identifies some key aspects of the character, including the mix of uses within streets and often buildings, the contrast between the main streets and quieter back streets, the dense feel with little open space, and the numerous heritage assets.
- 2.38 The Fitzrovia AAP discusses urban design principles, and notes that *'new development should respond positively to the prevailing form of nearby buildings and frontages in terms of scale and grain'*.
- 2.39 The Fitzrovia AAP identifies character areas. The Site is located within the Howland Street character area, which it notes has a significantly larger urban grain than other areas, with a large number of post-war steel and concrete buildings. Arthur Stanley House (the Site) is identified as an opportunity site, and the AAP notes that development on the Site should improve the frontage to Tottenham Mews.

Supplementary Planning Documents, Guidance and other

Camden Planning Guidance (July 2015)

- 2.40 The Camden Planning Guidance gives additional advice and information on how the Council will apply the planning policies for the Borough. 'CPG 1' addresses design.

Charlotte Street Conservation Area Appraisal and Management Plan (July 2008)

- 2.41 The Charlotte Street Conservation Area Appraisal and Management Plan was adopted in July 2008. The Site lies within this conservation area (see heritage assets section below for more information).

Other guidance

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

- 2.42 This guidance set out in this document is consistent with the NPPF and PPG. In the first paragraph it states that it provides *'information on good practice to assist local authorities, planning and other consultants, owners, applicants and other interested parties'* and that *'alternative approaches may be equally acceptable, provided they are demonstrably compliant with legislation, national policies and objectives.'*
- 2.43 At para. 9 it states that, *'Setting is not a heritage asset, nor a heritage designation, though land within a setting may itself be designated Its importance lies in what it contributes to the significance of the heritage asset. This depends on a wide range of physical elements within, as well as perceptual and associational attributes pertaining to, the heritage asset's surroundings'*

- 2.44 At para. 11 the guidance states that the *'protection of the setting of heritage assets need not prevent change; indeed change may be positive, for instance where the setting has been compromised by poor development.'* It goes on to say that *'many places are within the setting of a heritage asset and are subject to some degree of change over time'*.
- 2.45 The guidance proposes a five stage programme of assessment: (1) identifying the assets affected; (2) assessing the contribution setting makes to significance; (3) assessing the effect of the proposed development; (4) maximising enhancement and minimising harm; and (5) making and monitoring the decision and outcomes.

London View Management Framework (March 2012)

- 2.46 The London View Management Framework was adopted in March 2012 and aims to protect strategic views within the city.
- 2.47 The Site falls within Strategic View 2A.2 Parliament Hill: the summit – looking towards the Palace of Westminster. The Proposed Development falls below the threshold of this view.

3.0 The Site and its setting

Location

- 3.1 The Site is located on Tottenham Street within the area of Fitzrovia, in the London Borough of Camden. It is located close to the boundary with the City of Westminster, which lies approximately 25m to the west on Cleveland Street. The A501 (Euston Road), which runs from Paddington to Old Street, is approximately 570m to the north. The A400 (Tottenham Court Road) lies some 220m to the north-east.
- 3.2 Goodge Street London Underground Station (Northern line) is located some 200m to the north-east. Tottenham Court Road (Central and Northern lines) is to the south-east; Warren Street (Northern and Victoria lines) and Great Portland Street (Circle, Hammersmith and City and Metropolitan lines) are to the north and Oxford Circus (Bakerloo, Central and Victoria lines) is to the south-west. Tottenham Court Road is well served by buses.

The Site and its immediate surroundings

- 3.3 The Site is roughly square in shape and has frontages to both Tottenham Street and Tottenham Mews. It is located within the urban block bound by Tottenham Street to the south, Charlotte Street to the east, Howland Street to the north and Cleveland Street to the west (see the wider area surrounding the Site section below).



Figures 1 & 2: The Site, viewed from Tottenham Street (figure 1) and Tottenham Mews (figure 2)

- 3.4 The existing building on Site (Arthur Stanley House) is an eight storeys high slab block (seven storeys over ground and two lower ground floors), dating from the 1960s. It is brick faced and has horizontal bands of windows, with a prominent

pre-cast loggia along the top of the street edge of the main elevation. The building is unremarkable and has been vacant for over ten years. To the rear of Arthur Stanley House is a blank single storey wall to the service area, with metal security fencing. The Site lies within the Charlotte Street Conservation Area (see heritage assets section below) and the building on Site is identified in the Conservation Area Appraisal as a detractor due to its scale and bulk.

- 3.5 Tottenham Street has a varied townscape character. The southern side of the street is characterised by traditional brick 18th century terraced houses, many of which have been rebuilt or altered. To the immediate west of the Site is a narrow, four storeys high brick building at no. 52 Tottenham Street, dating from the 19th century, with a later ground floor shopfront. Adjoining this, on the corner of Tottenham Street and Cleveland Street, is a seven storeys high 20th century commercial building, nos. 26-30 Cleveland Street. This building has planning permission for façade replacements.



Figure 3: Tottenham Street

- 3.6 Tottenham Mews, to which the Site has its eastern edge, runs half the length of the urban block and terminates in a dead end. On the north side is the Tottenham Day Mews / Mental Health Resource Centre which has an approved and expired planning consent for a 5 storey building (including basement level and roof level plant enclosure), the current temporary buildings on site are boarded up at ground floor level. Along the eastern side there are 3 and 4 storeys high commercial and warehouse mews-like developments, which terminates the Mews at the northern end. There are views of the BT Tower beyond.

- 3.7 At the southern end of Tottenham Mews, fronting Tottenham Street, is Corner House (see figure 3), a recent residential development which rises from three to five storeys, with an additional, set back sixth storey. The development is clad in brick with recessed windows in gridded elevations and also has a frontage to Charlotte Street.

History of the area

- 3.8 In the mid 18th century, the area around the Site was a field on the outskirts of London, with Tottenham Court Road the main nearby route lying to the east. The construction of New Road (Euston Road) saw the start of the expansion of suburban London northwards from Oxford Street. By the 1770s development had reached Chitty Street and the street pattern of the area had been established. Charlotte Street, named after Queen Charlotte, is typical of the late 18th century development of the area.
- 3.9 By the end of the 18th century the development of the area was complete with terraces of houses in a grid of generally parallel north/south and east/west streets. A hierarchy of routes was evident, with principal streets of larger terraced houses to narrower mews and passages, such as Tottenham Mews, within the block.
- 3.10 By the turn of the 19th century, many wealthy occupiers had moved west as the area became less fashionable. The large grand houses were subdivided and rented out and the mix of uses increased as shops began to be inserted into the ground floors. Many traditional two storey mews buildings were replaced with warehouse and workshop buildings.
- 3.11 By the 20th century larger scale commercial development became increasingly evident as plots were amalgamated within the existing network of streets. Tottenham Court Road became a focus for the development of larger, purpose built shops for furniture and other goods. The area suffered bomb damage during WWII which resulted in further large scale buildings.
- 3.12 During the 1950s and 1960s, development pressure increased and several larger and more ambitious schemes were developed, including Arthur Stanley House on Site. However, the prevailing framework of terraced development remained and does so today.

The wider area surrounding the Site

- 3.13 The wider area comprises blocks set within a gridded iron street pattern, with a mix of ages and styles of development ranging from the 18th century onwards. The townscape character as a whole is fragmented. The historic street pattern remains, as do many of the historic Georgian terraces (although many have been rebuilt or refaced), but this is interspersed with later development which is generally of a much larger scale.
- 3.14 As mentioned, the Site is located within the urban block bound by Howland Street, Charlotte Street, Tottenham Street and Cleveland Street. The northern quarter of the block is occupied by the recent Sainsbury Wellcome Centre, designed by Ian Ritchie Architects and completed in 2016. The building has a waved, translucent glass exterior. The rear façade, which has several elements, including suspended white squares which move in the wind, is cluttered and distracting at the upper levels (see figure 4).



Figure 4: The former Strand Union Workhouse, the Sainsbury Wellness Centre, and the BT Tower behind

- 3.15 On the eastern side of the block, fronting Charlotte Street is the Astor College building, an eight storeys high, post-war commercial block. South of this, much of the historical terraces remain, although some have been altered and later shopfronts added. Collaboration House adjoins the terrace to the south, a five storeys high, late 20th century building. To the south, Collaboration House adjoins Corner House (see above, which lies to the east of the Site). Permission was recently granted for the demolition of Collaboration House and erection of a new building rising to six storeys.
- 3.16 No. 80 Charlotte Street, on the east side of Charlotte Street, running between Howland Street and Chitty Street, is the site of a mixed use redevelopment scheme. South of Chitty Street and north of Goodge Street, Charlotte Street retains much of the historic Georgian terraces, although there are some later infill buildings. At no. 60 (which lies on the south-east corner of the junction of Tottenham Street and Charlotte Street), is a recent building refurbished by Rolfe Judd, comprising a three storey podium block with a five storeys high tower above (see figure 5). The rear of this building comprises a nine storeys high tower above a two storey podium.



Figure 5: No. 60 Charlotte Street

- 3.17 On the western side of the urban block (fronting Cleveland Street), south of the Sainsbury Wellcome Centre, is the former Strand Union Workhouse (part of which is listed grade II – see heritage assets section below). South of here is a large, early 20th century former car park which is now in commercial use.
- 3.18 This stretch of Cleveland Street (south of Howland Street and north of Goodge Street) has a varied townscape character. On the western side, some historic buildings remain between The New Cavendish Street and Foley Street junctions. On the south side of the junction with Foley Street and Cleveland Street is the Samuel Augustine Courtauld Institute of Bio-Chemistry; a six storeys high building which is surrounded by scaffolding. South of here is the Fitzroy Place development, a recent development designed by Lifschultz Davidson Sandilands and Sheppard Robson. The development occupies the block bound by Cleveland Street, Mortimer Street, Nassau Street and Riding House Street, and has buildings up to 11 storeys high.
- 3.19 South of the Site, Goodge Place retains much of the historic urban fabric, although altered in places. Nos. 8-14 and 19-26 are listed grade II (see heritage assets section below), although many are altered. Views southwards along Goodge Place are terminated with the backs of the buildings on Goodge Street. Views northwards are terminated by the Site (see figure 6), with the grade II listed BT former communication tower ('BT Tower') beyond (see heritage assets section below).



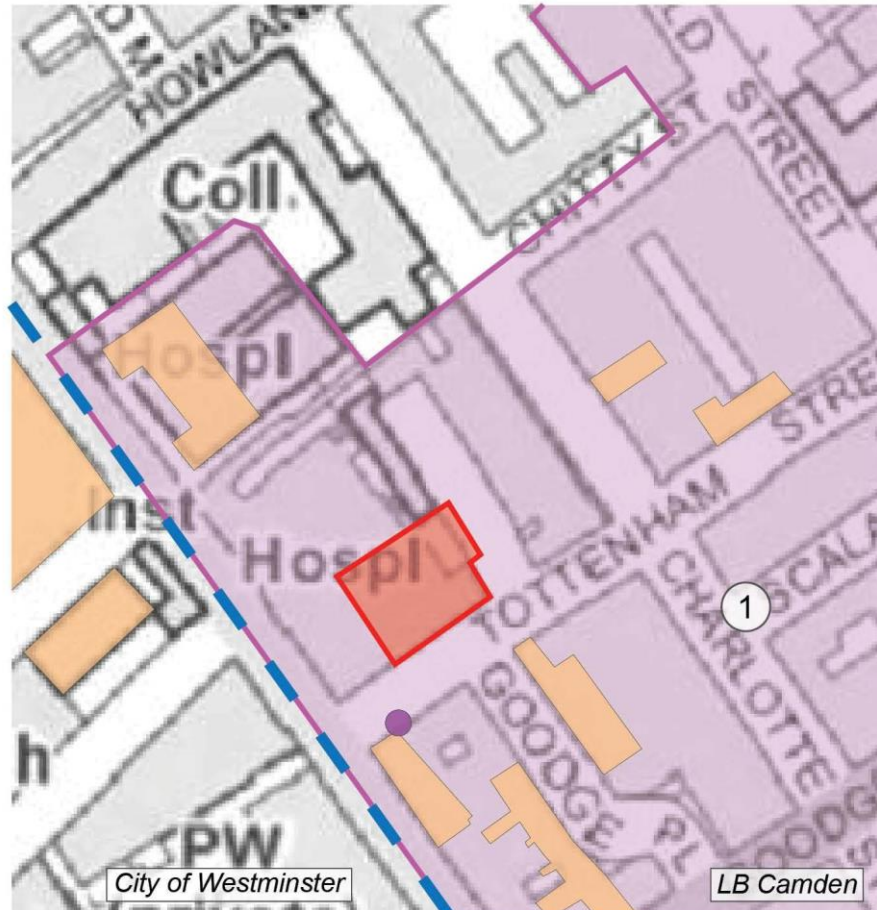
Figure 6: Goodge Place, the Site and the BT Tower terminating the northern view.

Heritage assets

- 3.20 The Site does not contain any listed or locally listed buildings and is located within the Charlotte Street Conservation Area. Heritage assets in the area surrounding the Site are shown on the map at figure 7 and are described below.

Conservation areas

- 3.21 The Site lies within the *Charlotte Street Conservation Area*. The Charlotte Street Conservation Area is largely a former residential area which now features a mix of uses which contributes to its character. It is based around a densely developed grid pattern of streets which gives a sense of enclosure, particularly on narrow streets. Terraced townhouses are the predominant building type, many with later shopfronts. Few historical mews properties still remain, as many of these were replaced by workshop and warehouse buildings in the 19th century.
- 3.22 The Charlotte Street Conservation Area Appraisal and Management Plan states that the most notable views within the conservation area are of local landmarks, including the BT Tower.
- 3.23 The document identifies the Site as a detractor in the conservation area due to the scale and bulk of Arthur Stanley House. It is noted that the Site provides an opportunity for redevelopment through a replacement building which is more consistent with the character of the Charlotte Street Conservation Area.



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Notes:

Site boundary marked in red for indicative purposes only. Conservation areas are marked in pink and identified below.

Borough boundary is marked with a blue dotted line.

Listed buildings:

- Grade II listed building
- Locally listed building

Conservation areas:

- 1 Charlotte Street Conservation Area

Figure 7: heritage assets map

Listed buildings

- 3.24 There are no listed buildings on Site. Listed buildings in the area around the Site are noted below.
- 3.25 The *Former Strand Union Workhouse (Middlesex Hospital Annex)*, no. 44 Cleveland Street, is listed grade II (see figure 4). It is the main block fronting the street that are of special interest. The remainder of the site, including the later ward blocks attached to the rear (east) are identified as not being of special interest.
- 3.26 *The King and Queen Public House*, nos. 1 and 2 Foley Street is listed grade II. This public house dates from c. 1890-1900. It is red brick with brown stone dressings and is in a 'Frenchified Gothic' style.
- 3.27 *Nos. 45-49 Cleveland Street* is listed grade II. This is a block of flats, dated 1911, of red brick with blue brick bandings and stone dressings. It is in an Arts and Crafts Free Style.
- 3.28 *The All Souls' Church Day School*, Foley Street, is listed grade II. This building dates from 1908 and is by A. Beresford-Pite. It is stock brick and has giant pilasters with carved stone detail.
- 3.29 *Nos. 16, 18, 20 and 22 Cleveland Street and attached railings* are listed grade II. These are late 18th century terraced houses which have been altered. No 20 has a bowed wooden shopfront.
- 3.30 *Nos. 19-26 Goodge Place and attached railings* are listed grade II. This is a terrace of houses dating from 1766-67, with some alterations. They have stucco ground floors and bracketed hoods to the doorways.
- 3.31 *No. 56 Goodge Street* is listed grade II. This is a brown brick, former townhouse, which now has a ground floor restaurant and dates from c.1760.
- 3.32 *No. 39 Tottenham Street* is listed grade II. This is a late 18th century, darkened stock brick terraced house with a later shopfront.
- 3.33 *Nos. 8-14 Goodge Place and attached railings* are listed grade II. These terraced houses date from 1766-67 and have been altered and restored. They are darkened multi-coloured stock brick with stucco ground floors.
- 3.34 *No. 72 Charlotte Street and attached railings* is listed grade II. This is a late 18th century terraced house with a later, 20th century shopfront with bowed windows.
- 3.35 *No. 30 Tottenham Street and attached railings* is listed grade II. This is a late 18th century terraced house with a late 19th century shopfront. It is reddened brick with a stucco ground floor.
- 3.36 *No. 28 Tottenham Street* is listed grade II. This is a late 18th century terraced house of yellow stock brick. The first to third storeys were refronted c.1974 and it has an early 19th century wooden shopfront.
- 3.37 *Nos. 24 and 26 Tottenham Street and attached railings* are listed grade II. These are late 18th century terraced houses which have been altered. No. 26 has a late 19th century shopfront.

- 3.38 *The BT Communication Tower ('BT Tower')*, Cleveland Mews, is listed grade II. This radio tower was built from 1961-65 to designs of the Ministry of Public Buildings and Works Architect's Department. This is a reinforced concrete cylinder. 582 feet high with a 40 foot mast on top.

Locally listed buildings

- 3.39 There are no locally listed buildings on Site. The *boundary marker at no. 49 Tottenham Street* is the only locally listed item in the wider area. This is a metal plate, dated 1834, mounted on the wall of no. 49 Tottenham Street.

Townscape conclusions

- 3.40 The existing 1960s building on Site appears run-down. It has been empty for over ten years and is a dominant feature of Tottenham Street, the boarded up ground floor creating a blank frontage to Tottenham Street. The high wall topped with metal security fencing to the rear presents a negative frontage to Tottenham Mews.
- 3.41 The area surrounding the Site is set around a historic grid iron street pattern which was originally laid out in the 18th century. Many of the historic terraces still survive, although many of these have been altered. The area has a fragmented townscape character, with post-war and recent development interspersed between lower scale, historic terraces. Much of the later development is larger in scale. There are a number of recent developments in the area surrounding the Site, including the Corner House development on the corner of Tottenham Street and Charlotte Street which rises to six storeys, and to the west, the Fitzroy Place development, which rises to ten storeys.
- 3.42 The Site is within the Charlotte Street Conservation Area, which is characterised by its grid iron street pattern and historic terraces which feature a mix of uses. The Site is noted within the Council's conservation area appraisal as a detractor within the conservation area. There are some grade II listed buildings in the area surrounding the Site, the closest being the listed 19th century terraced houses on Goodge Place and at nos. 16-22 Cleveland Street. There is a locally listed boundary marker mounted to the wall of no. 49 Tottenham Street, to the south-west of the Site.
- 3.43 There is an opportunity to provide a new building of a high quality of architectural design and return an active use on Site, which will enhance this part of the conservation area and animate the street.

4.0 The Proposed Development

4.1 This section describes the design of the Proposed Development as relevant to the TVIHA and goes on to assess its architectural and urban design quality. The Design and Access Statement ('DAS'), application drawings and planning statement should be consulted in conjunction with this section.

Description

- 4.2 The scheme includes the refurbishment and extension of Arthur Stanley House to provide upgraded office accommodation and a flexible class D1 / B1 use; and the construction of a new residential mews building to the rear, fronting Tottenham Mews.
- 4.3 Arthur Stanley House is extended to the rear and the top floor is reconfigured, with a new plant area above. The ground floor of Arthur Stanley House will occupy most of the Site (excluding the north-east corner onto Tottenham Mews), with a lightwell to the rear in the north-west corner, down to the two basement levels. The extension to the rear steps in plan and back from the site boundary from the 2nd floor upwards.
- 4.4 The street façade is refurbished. The brick horizontal banding is retained and the fenestration is renewed, with new wider windows with an asymmetrical mullion (with slim profile metal frames), separated by vertically aligned slender infill panels (of pre-cast concrete). The overall arrangement follows a regular ordered pattern. The roof level loggia, running along the top of the main street elevation, is removed and the accommodation at this level is extended and rationalised, with precast concrete cladding and wide windows to match below. The top has a fluted detail (also used in the ground floor; see below).
- 4.5 The ground floor to Tottenham Road is expressed as a glazed colonnade with a series of tall pilasters aligning with the slender panels above. The pilasters and shallow cornice have a fluted pattern to match the parapet. The main office entrance is towards the south-east corner at the junction with Tottenham Mews, and there is a central independent entrance into the ground floor B1 space. The flexible class D1 / B1 use space has a separate entrance to the west off Tottenham Street, and it located to the rear of the Site at ground and 1st floor levels.
- 4.6 The 4 storeys high mews (three storeys over ground and lower ground floors) to the north-west incorporates a set back top floor and has a set back plant enclosure above. The block has a central entrance with a regular grid of large openings, including door openings with simple Juliette balconies, set within a brick clad framework. The ground and raised basement levels are expressed as a full height opening within the brickwork, and there are shallow lightwells to the mews either side of the entrance.

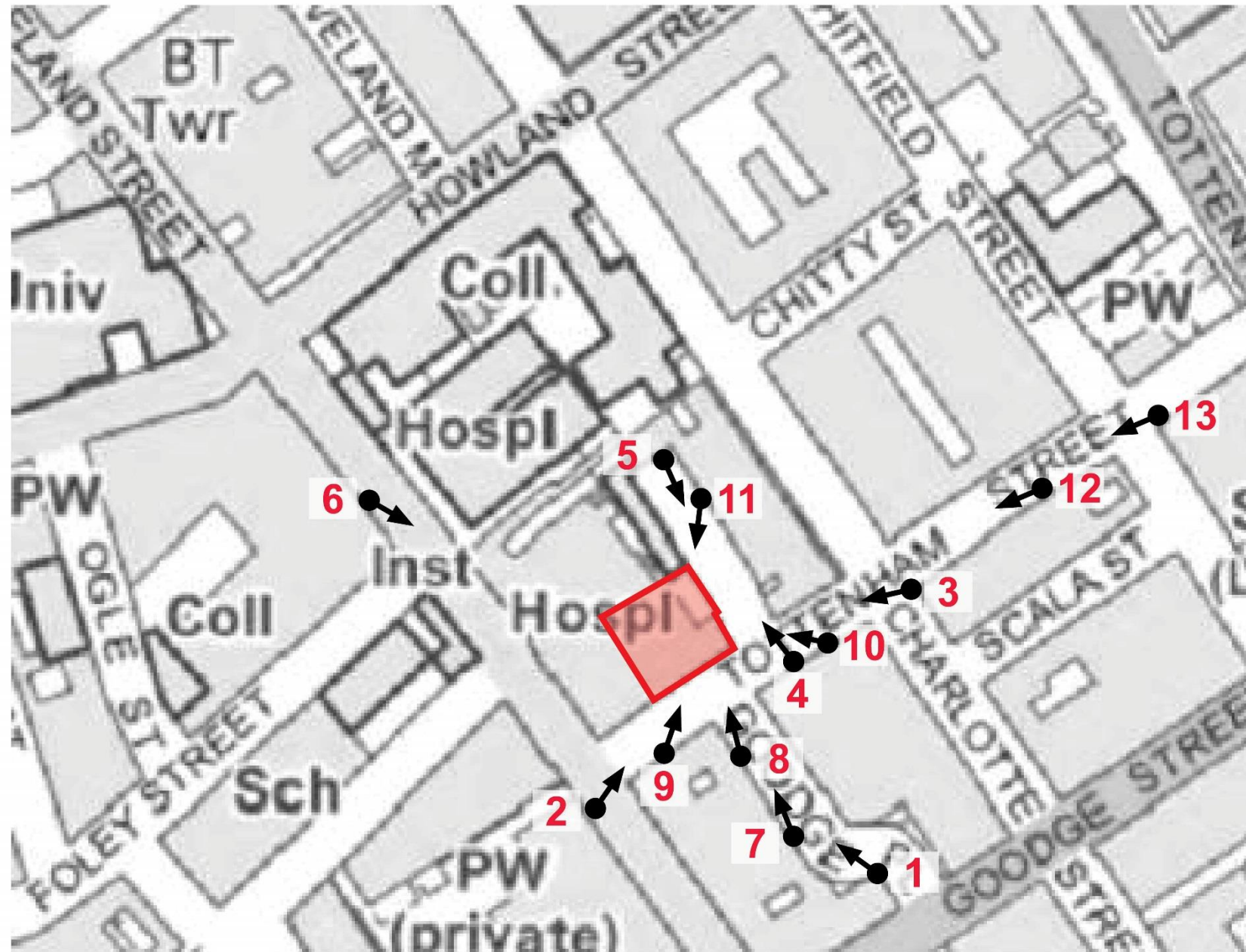
Assessment

- 4.7 The Proposed Development will significantly enhance the appearance of Arthur Stanley House and upgrade the accommodation within, as well as introduce a welcome addition to Tottenham Mews.
- 4.8 The thoughtful approach to the refurbishment will ensure the street elevation is of a high quality appearance. The new highly glazed ground floor will help animate the street, and includes three

entrances. The new windows in the flank walls will articulate these elevations, and to the east provide a positive addition at the corner of the junction with Tottenham Mews.

- 4.9 The removal of the loggia at the top of the main street elevation, and the refurbishment and reconfiguration of the set back upper floor, will reduce the apparent height of the main street elevation, and the visibility of this level of Arthur Stanley House in street views (see section 5). It will provide a more appropriate top to the building.
- 4.10 The residential mews building to the rear is of a different design, reflecting its residential use, and a distinct mews like character, appropriate to this more intimate route. This mews character is enhanced through the use of brick and the style of openings. This addition to the west side of the mews will complement the recent residential scheme to the east and set the tone for the eventual redevelopment of the adjoining site.
- 4.11 The architecture of the Proposed Development is of a high quality and a distinctive modern character with crisp detailing. The refurbished street façade of Arthur Stanley House will be of a calm and sophisticated appearance. High quality materials and finishes, appropriate to their context and the quality of development proposed, are used throughout.

5.0 Views



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Views

- 1 Goodge Place, south
- 2 Cleveland Street, south
- 3 Charlotte Street
- 4 Tottenham Street, opposite Tottenham Mews
- 5 Tottenham Mews, north
- 6 Cleveland Street, north
- 7 Goodge Place, centre
- 8 Goodge Place, north
- 9 Tottenham Street, east of Cleveland Street
- 10 Tottenham Street, west of Charlotte Street junction
- 11 Tottenham Mews, centre
- 12 Tottenham Street, opposite Charlotte Mews
- 13 Tottenham Street, east of Whitfield Street junction

- 5.1 The Site lies within viewing corridor 2A.2 (Parliament Hill to the Palace of Westminster). The Proposed Development is 56.55m AOD at its highest point and will not breach the height threshold of 65-70m for this section of the view corridor.



View 1 – Goodge Place, south

Existing

- 5.2 This viewpoint is located on Goodge Place, looking north. The viewpoint is located within the Charlotte Street Conservation Area and the view is of the conservation area.
- 5.3 To the right of the image (facing) is the corner end of terrace building at the dogleg in Goodge Place, with a shop at ground floor level. Beyond this, and on the left of the image are predominantly 18th century terraced houses which line Goodge Place, some altered and others rebuilt. Some of the buildings, including those in the foreground to the left, are listed grade II (see the plan at figure 7).
- 5.4 Terminating the view at the top of Goodge Place is Arthur Stanley House, on the Site. The grade II listed BT Tower is visible beyond in the distance.