

Charlotte Street Conservation Area Appraisal and Management Plan

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PART 1: CONSERVATION AREA APPRAISAL

1.0 INTRODUCTION

1.1 Charlotte Street Conservation Area covers an approximately 8.9Ha area extending from Tottenham Court Road in the east to Cleveland Street - the boundary with Westminster in the west - and from Chitty Street in the north to Gresse Street in the south, again adjoining the London Borough of Westminster.

Purpose of the Appraisal

1.2 This appraisal has been prepared on behalf of the London Borough of Camden to define the special interest of the conservation area in order that its key attributes are understood and can be protected, and that measures can be put in place to ensure appropriate enhancement. It replaces a Conservation Area Statement published in 1996.

1.3 Conservation Area Appraisals and Management Strategies are recognised as being of considerable importance in providing a sound basis for guiding development within them. The purpose of the documents is to provide a clear indication of the Council's approach to the preservation and enhancement of the conservation area. The appraisal is for the use of local residents, community groups, businesses, property owners, architects and developers and is an aid to the formulation and design of development proposals and change in this area.

1.4 The assessment generally follows draft guidance on appraising conservation areas published by English Heritage in March 2005. It is based on survey work undertaken in early 2007, preliminary consultation with the Charlotte Street Association and the sources of information credited in the bibliography.

1.5 It is important to note that whilst the appraisal seeks to provide a summary of the character and appearance of the conservation area, it would be impossible to identify all of the detailed characteristics and appearance of every street and area or highlight every facet that contributes to the area's special interest. Accordingly, future development proposals must be considered in the context of both this character appraisal and a thorough assessment at the time of the specific site and the character and appearance of that part of the conservation area.

Designation

- 1.6 The initial designation of the Charlotte Street Conservation Area was on 26 March 1974. There were subsequent extensions in 1981, 1985 and 1999.

2.0 PLANNING POLICY CONTEXT

- 2.1 Camden has a duty under the Planning (Listed Building and Conservation Areas) Act 1990 (section 69) to designate as conservation areas any *“areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”*. Under section 72 of the Act *“special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”* Designation importantly introduces greater control over the removal of trees and more stringent requirements when judging the acceptability of the demolishing unlisted buildings that make a positive contribution to the character or appearance of the area.
- 2.2 Government Policy on Conservation Areas is set out in Planning Policy Guidance 15: Planning and the Historic Environment (1995).
- 2.3 The Council’s policies and guidance for conservation areas are currently contained in the adopted Unitary Development Plan (UDP) (June 2006) and reflect the requirements of national policy. This document will be superseded by the Local Development Framework which is due to be adopted in 2010.

3.0 SPECIAL INTEREST OF THE CONSERVATION AREA

Context and Evolution

- 3.1 The Charlotte Street Conservation Area is situated in an area known as 'Fitzrovia'. The area was developed speculatively as a primarily residential area in a relatively short space of time (1750-1770) with building progressing northwards across the area from the slightly earlier Rathbone Place, developed in the 1720s. As in many areas of Georgian London the three or four storey terraced townhouse was the favoured form.
- 3.2 During the later 18th and 19th centuries the area declined in popularity as a residential suburb for the wealthy and became more mixed, attracting artists, craftsmen and immigrant communities from Europe who established businesses. Shops and public houses were developed or inserted into older buildings and a mix of residential uses, cafes and small businesses established at ground level. This varied mixed use character remains and contributes to the charm of the area today.
- 3.3 There are no Archaeological Priority Areas within the conservation area.

Spatial Character and Views

Spatial Qualities

- 3.4 The area's spatial character derives from the densely developed grid pattern of streets and limited open space. Development is predominantly four storeys and set back from the street by a small basement area creating a strong sense of enclosure. The sense of enclosure is intensified on narrower streets.

Views and Vistas

- 3.5 The most notable views are to local landmarks, primarily the BT Tower (outside the conservation area), viewed when travelling north, which serves as a more recent reference point and aid to orientation. Centre Point similarly is a feature of the view south along Tottenham Court Road. There are clear views of the BT Tower from Charlotte Street, Charlotte Place, Goodge Place and Tottenham Mews.
- 3.6 Other notable views and landmarks within the conservation area include:

- i) View south along Charlotte Street to Percy Street where the terraced frontage terminates the view.
- ii) The view along Charlotte Street to the decorative frontage of the Fitzroy Tavern which signals the junction with Windmill Street and is a local landmark
- iii) View north along Rathbone Place to the Marquis of Granby PH (outside CA)
- iv) View along Goodge Street to dome on former Catesby's department store (64-67 Tottenham Court Road).

Building Typology and Form

- 3.7 Although a range of building types is evident across the conservation area the predominant building type is the townhouse in a terraced form. These are predominantly four storeys in height, most commonly along the wider streets in the area with three storey townhouses on some of the narrower streets. The original townhouse form has a basement and sometimes an attic storey. Roof forms are commonly defined by a parapet and create a strong and often consistent roof line.
- 3.8 Few of the original two storey mews properties remain. These have been mainly replaced by warehouses and workshops built during the 19th century. These warehouse buildings tend to be characterised by large windows, hoists and loading doors on upper floors. More recent news development has less attention to elevational treatment.
- 3.9 Shops and public houses are a feature across the area, generally forming part of or having been inserted into the earlier terraces, reflecting the growth in commercial activity in the area. Public houses are generally in corner locations at junctions and decoratively treated, with several retaining interesting Victorian decoration. There are also many examples of good shopfronts of varying dates reflecting the gradual expansion of commercial activity in the area.

Prevalent and Traditional Building Materials

- 3.10 Yellow London stock brick is the predominant material used across the conservation area, reflecting the cheapest locally available material, and was favoured in 18th and early 19th century London. Red brick is seen as a contrasting feature and in the late Victorian and Edwardian buildings. Red brick, stone and stucco are all used as contrasting detailing in the articulation of frontages. Stucco was increasingly used

from the early 18th century, initially at ground floor level with rusticated stucco to mimic stone and from the 1820's more frequently across whole elevations. From the late 19th century the use of terracotta and faience began to be seen, particularly on public houses.

Characteristic Details

- 3.11 Although the area was developed over a relatively short period, there has been subsequent alteration of building frontages during the 19th Century and the construction of new development during the 19th and 20th centuries. There are therefore a wider range of details than might be seen in areas that have experienced less change.
- 3.12 The essential pattern of the terraced townhouses have a number of characteristic details in their design including the repeated pattern of windows that reduce in height from the first floor upwards, signifying the reducing significance of the rooms beyond. Properties are sometimes two or three windows across, mainly with sliding sashes,. These range from the earliest examples set close to the face of the building and with thicker glazing bars to the more delicate detailing and recessed sashes of the late Georgian and Regency period. Doorways may have arched openings, flat roof timber porches on brackets, with pediments and occasionally porticos. Other common elevation details include rubbed brick arches, the use of stone banding, delicate cast iron balconies and intricate fanlights. At roof level the individual townhouses are terminated with chimney stacks and pots, and in some terraces the party wall is expressed. Roofs are mainly of slate.
- 3.13 There is a notable character created by the consistent use of cast iron railings along frontages to separate the pavement from the basement lightwell. The details of the railings vary with an interesting variety of classically derived motifs (urns, trefoils, spears) and art nouveau and art deco detailing on later buildings.
- 3.14 Developments from the late 19th and early 20th centuries are more detailed with a greater use of ornamentation and also gothic and Italianate detailing. Forms such as gables, turrets, oriels and bays were introduced to create interest in the elevations and at eaves level.
- 3.15 The buildings of the later 20th century have detailing more influenced by the modern movement, although some developments have adopted a more imitative, historicist approach.

Landscape and Public Realm

- 3.16 The area has an urban character with few street trees and limited open space.
- 3.17 Relatively little of historic interest remains in the surfacing of the public realm, with most remaining in the mews and pedestrianised areas. Some of the more interesting and common features include the original late 19th Century columns of the electric street lighting introduced along Tottenham Court Road and Goodge Street, decorative cast iron covers for coal holes, setts and granite kerbs and historic bollards.

4.0 LOCATION AND SETTING

Location and Context

- 4.1 Charlotte Street Conservation Area covers an area of approximately 8.9Ha and is located in central London in the Parish of St Pancras. It is on the south-western edge of the London Borough of Camden, adjoining the London Borough of Westminster to the south and west. The wider area is known as Fitzrovia or north Soho.
- 4.2 The southern edge of the conservation area is around 150m north of Oxford Street along Rathbone Place and immediately west of Tottenham Court Road. East of Tottenham Court Road is the area of Bloomsbury. To the north is Howland Street, with Fitzroy Square and Euston Road further to the north. Portland Place is around 430m to the west.

Topography

- 4.3 The area has an almost flat topography reflecting the area's geographic location in the Thames Basin. The elevation varies between is 27.3 and 27.5m AOD.

General Character and Plan Form

- 4.4 The urban morphology comprises a grid pattern of relatively generous streets dating from the mid-late 18th century, with long streets running north-west to south-east parallel with Tottenham Court Road (the first to be established in the area) and shorter cross streets running south-west to north-east. Underlying this pattern there is a secondary system of narrower mews streets: some are dead ends, others through routes.
- 4.5 The area is densely developed with a generally fine grain of terraced townhouses of mainly four storeys whose articulation and proportion reflect their Georgian origins. Developments from the late 19th and 20th centuries have tended to be larger in scale, occupying and combining plots and increasing the density of the area.

Prevailing and Former Uses

- 4.6 The area's mixed fortunes have contributed to a varied pattern of uses, which is to an extent reflected in the variety seen within the building frontages. The historical subdivision of the townhouses, originally intended for single family residential occupation,

to smaller dwellings, shops and other small scale business uses is evident today. This leads to a mix of uses within the majority of streets and many buildings, with a significant proportion of residential units on the upper floors of building.

- 4.7 The introduction of shopfronts and other ornamentation in the 19th century and commercial developments during the 20th century reflect the way in which occupation and activity within the area has evolved. There are traditional, scale small shops across the majority of the area at ground floor level, characterised predominantly by small-scale independent businesses. This mix of shops and other uses, their small scale and largely independent nature maintains the vitality and character of the area.
- 4.8 The current mix of residential and business uses and a range of generally small-scale independent shops, business uses, cafes, restaurants and public houses generate a vibrant and lively atmosphere that reflects the historic bohemian quality of the area and its popularity with artists, craftsmen and European immigrants.

5.0 HISTORIC DEVELOPMENT

Pre 1750

- 5.1 Prior to the middle of the eighteenth century the land within the conservation area was mainly agricultural land on the edge of London within the demesnes of Manor of Tottenham (Tottenham Court). The land, recorded as being owned by the Canons of St Paul's Cathedral in the Domesday Book, had a succession of owners as the balance of power changed through the centuries. Following the Restoration, it was seized by the Crown and leased to the Earl of Arlington (1667), who passed it to his daughter and her husband, Henry Fitzroy (Earl of Euston and Duke of Grafton).
- 5.2 On John Roque's 1746 Map of London, the line of Tottenham Court Road can already be seen bearing the same name. Rathbone Place (also named on Roque's Map), leading north to the conservation area from Oxford Street had been developed in the 1720's following the example of development on the Cavendish Estate to the west. This was followed by other developments in this area including Windmill Street which was first laid out in the mid 1720s. The street was named after a windmill that once stood at the northern end of Rathbone Place next to a reservoir.

1750-1800

- 5.3 The construction of New Road (Euston Road) in the 1750s to by-pass Oxford Street, saw the start of expansion of suburban London northwards across the conservation area. Development progressed rapidly with the majority of development occurring between 1750 and 1770. By the 1770's development had covered most of the area to Chitty Street on land previously known as Walnut Tree Field and the street pattern of the conservation area had been established.
- 5.4 Unlike the larger estates within Bloomsbury where standards of construction were enforced and development formally planned and laid out, development occurred in a more piecemeal fashion reflecting the various ownerships and individual landowners leasing plots to builders for development. The townhouse was the prevailing form of development, making efficient use of the land with generally spacious streets to the front and mews service streets to the rear.
- 5.5 Middlesex Hospital, which had been established in two former houses on Windmill Street in 1745 moved to its site on the west side of Cleveland Street (within

Westminster) by 1760 and a concert room was built in Tottenham Street (1772). A workhouse was built on Cleveland Street in the late 1770s and is now the Middlesex Hospital Annex.

1800-1900

- 5.6 By the turn of the 19th century, the area had become less fashionable with many of the wealthy occupiers moving to the west. The large grand houses were subdivided and rented out. The large rooms made good studios and, as a result, the area attracted many artists. The area continued to become poorer during the 19th century and a range of artists, artisans and craftsmen established businesses in the area, attracted by the low rents. Cabinet-making became particularly concentrated in the area with shops selling furniture along Tottenham Court Road – a pattern that continues today.
- 5.7 Shops began to be inserted into the ground floors of the formerly residential townhouses during the 19th century and Goodge Street became established as a weekend fruit and vegetable market. A theatre - The Prince of Wales - was developed on the site of the concert hall in Tottenham Street and the Workhouse on Cleveland Street was enlarged in 1829.
- 5.8 Just before the turn of the 19th Century the area became of focus for migrants from around Europe including from France and Italy. Businesses, shops and restaurants were established by the incoming population adding to the mixture and variety of businesses in the area.
- 5.9 An early example of municipal electric street lights were introduced along the centre of Tottenham Court Road and along Goodge Street towards the end of the 19th century.

1900 onwards

- 5.10 Tottenham Court Road became a focus for the development of larger purpose built shops for furniture and other goods being made in the local area began to occur. The Prince of Wales was replaced by the Scala Theatre in 1902, which was demolished in 1969 and replaced by the current substantial block in 1974.
- 5.11 The name "Fitzrovia" is understood to have been coined in the 1930s, when people began using it to describe the area following gatherings of writers and other talented

individuals at the Fitzroy Tavern. It was printed for the first time by Tom Driberg, an MP, in the "William Hickey" column of the Daily Express, in 1940.

- 5.12 The area suffered from bomb damage during WWII leading to a pattern of larger scale development from the 1950's and 1960's. Whitfield Memorial Church was built following the war in the 1950s.
- 5.13 Crabtree Fields were developed in the 1980s on the site of a former car park which had occupied an empty bomb damaged site.

6.0 CHARACTER ANALYSIS

6.1 The following describes the character and appearance of the Charlotte Street Conservation Area.

Land use, activity and the influence of former uses

- 6.2 The character of the Charlotte Street Conservation Area is strongly influenced by its initial development in the Georgian period as a residential suburb and the subsequent social and economic changes that have affected patterns of use and occupation of the buildings. This, and subsequent changes in architectural tastes and styles, is expressed in the changes to the physical fabric and current occupation of the area.
- 6.3 The speculative nature of the initial phase of development has led to the prevalence of repeated three and four storey townhouse forms across the area and a very dense street pattern. There are consistent, rectangular plots with a relatively narrow frontage to the street and very limited space to the rear. The repeated terraced forms of consistent narrow plots create a rhythm of elevational articulation – windows, storey heights and entrances. There is also at roof level the rhythm of parapets and repeated chimneys.
- 6.4 The scale of development along the streets reflect the characteristic pattern of mainly four and sometimes three storey development favoured by the builders and developers. There are particularly good and consistent examples of the Georgian townhouses on Goodge Place and Percy Street (the majority of which are listed) where there has been less encroachment by later development.
- 6.5 The change in the social status of the area during the 18th and 19th century from a wealthy residential suburb to a poorer, more varied area saw the establishment of various commercial and retail uses and smaller residential units on the upper floors of buildings. This is evident in the introduction of shop frontages in the ground floors in the terraces and the location of public houses, mainly at junctions. Many interesting frontages remain from this period. The traditional pattern of frontages, with basements defined by railings has been retained in areas although infilling has occurred in places to enable the insertion of shopfronts.
- 6.6 At the same time the former mews streets that had accessed the rear service accommodation for the large houses became a mix of commercial premises and

workshops during the 19th century as the pattern of occupation changed. This pattern of use remains today. Many of the original two storey new properties were replaced with three storey workshop development in the 19th century with features such as hoists, and large windows to provide light to the workspaces.

- 6.7 There are varying levels of activity along different streets, dependant upon their type and mix of uses. Most streets contain a mix of commercial and residential use. A few of the streets have a primarily residential character (Goodge Place and Colville Place – although this street retains a number of interesting shopfronts).
- 6.8 The busiest streets, in terms of traffic and pedestrian activity in the conservation area are Tottenham Court Road and Goodge Street. To some extent this reflects their historic focus for more intensive retail activity. There are shops serving the local area along Goodge Street, which was formerly the site of a weekend market. Tottenham Court Road became, and remains, a focus for department stores and the sale of furniture as the result of the concentration of cabinet makers in this area at the turn of the 19th century. This has led to pressure for larger blocks along this frontage, although the pattern of earlier terraces remains intact in places.
- 6.9 Along Whitfield Street there is also a pattern of larger commercial blocks in office use, many of which have been developed during the 20th Century, some as a consequence of damage during World War II.
- 6.10 A level of activity is also maintained during the evenings and at weekends, although at a reduced level, particularly along Charlotte Street as a result of the mix of uses which includes a range of restaurants, shops pubs, homes and workplaces. The nature of these uses also reflects the social evolution of the area, for example the historic influence of the popularity of the area with artists and craftsmen and the influence of immigration into the area of people from Europe who have established businesses such as restaurants and cafes. There is a slightly bohemian ‘feel’, which derives from range of small scale, independent uses and nature of the businesses.
- 6.11 An important element of the quality and character of the conservation area is derived from its small scale of uses, often only occupying a single floor in a traditional Georgian house. The majority of the buildings in the conservation area are in mixed use often with 2 or 3 uses within a single building. Even in those cases where a building is in single use these are located on streets which are mixed in use (Colville Place and Scala Street south side being the only exceptions). An important

contribution to the character and vitality of the conservation area is made by the many small single unit uses scattered throughout the area, and the low number of units which have been amalgamated to form larger units.

- 6.12 This mix of uses and small scale constitute a delicate balance and are integral to the character and appearance of the conservation area. Consideration should be given to the impact of proposals on the inherent character and vitality of the area, as well as the cumulative impact of changes to this balance. Where the integration of two or more shops into a larger unit are proposed, consideration should be given to signage, shopfront design, and the external appearance of the resulting unit so as to avoid harm to the character and appearance of the conservation area.

Building Character and Qualities

- 6.13 The buildings of the Conservation Area record the prevailing architectural style when the development was built (Georgian), residential building type (the townhouse and mews), changes in architectural tastes and styles, with many of the properties having been re-fronted or altered during the 19th century, and the nature of 20th century infill and re-development.
- 6.14 The Georgian townhouses are typically brick built in a yellow stock brick and are either four storeys fronting the main streets (e.g. Charlotte Street, Goodge Street, Cleveland Street) or less frequently three storeys fronting the narrower streets. The frontages are consistent with sometimes three (sometimes two) vertically proportioned sash windows per floor, with the largest window openings at first floor decreasing in height on successive upper floors. On the smaller three storey house types there tend to be two windows per floor (e.g. Charlotte Place, Colville Place). The original sashes are subdivided into a number of smaller panes with slender glazing bars. The townhouses have a strong generally parapet line above which the tops of chimneys can just be seen. Where the residential ground floors remain arched doorways are sometimes seen. The level of decoration is typically minimal on unaltered frontages with some more intricate detailing of timber door canopies (e.g. Goodge Place). To the rear, the former mews properties are typically two storeys although these have mainly been replaced by taller three storey, 19th century workshop buildings which typically have large windows, often with arched heads which may have been influenced by the use of many for cabinet making.

- 6.15 The changes to the buildings on the main streets can be seen in the introduction of greater decoration with the increased use of render in the first half of the 19th century and a more decorative interpretation of classical detailing such as the addition of decorative hoods and surrounds to windows. There are also more decorative historical styles that began to be used towards the end of the 19th century, such as Gothic and Italianate decoration including gothic pointed arches (The Rising Sun Public House). Public houses were inserted into the terraces, generally in corner locations and have typically more decorative frontages making them local landmarks.
- 6.16 The preference for red brick at the turn of the 19th century and the first decades of the 20th century can be seen, as can the influence of the modern movement in the geometric art deco style of some of the office buildings on Cleveland Street and Whitfield Street. Many of the office and commercial buildings are of a larger scale and whilst some have fitted into the character of the area, others are overly bulky and of limited architectural quality.

Townscape Character

- 6.17 Whilst the Conservation Area is relatively consistent in its pattern of development – essentially Georgian with subsequent incremental change and intervention over the 19th and 20th centuries generated by changing social and economic influences - there are subtle variations in the character of different streets. The following seeks to describe the characteristics of different types of streets.

The Main Thoroughfares

- 6.18 Tottenham Court Road is notable for the variety of heights, building styles and materials along the frontage. The prevailing height is three and four storeys with a general pattern of vertically proportioned buildings on narrow plots and a well-defined parapet at roof level. Goodge Street Station and nos. 64-67 are taller six storey buildings with an attic level and two storey ‘plinths’ with arches. Of particular interest in the street scene are the highly decorative facades of the Rising Sun (PH) and 64-67 (formerly Catesby’s Department Store) which have common themes of Dutch Gable and corner turrets. There are a range of materials including yellow and red brick, render and stone. North of Goodge Street Station is an area with a more open character as a result of Whitfield Gardens and a number of lower buildings including the Church and deep level shelter. This area has a slightly run-down and fragmented character due to a combination of graffiti and the lack of sense of enclosure and

overlooking of the space. Large scale and inappropriate advertising is an issue in this area.

- 6.19 Along Goodge Street there is greater consistency in the scale of building frontages which are predominantly four storey, mainly terraced townhouses which have a strong parapet line and ground floor shopfronts; few of the frontage railings remain. There are a couple of 20th century blocks of slightly larger scale whose height and the horizontal emphasis of the fenestration disrupt this pattern. The prevailing materials are yellow brick with occasional red brick and stucco. Clutter resulting from advertising (A-boards and estate agents signs) is an issue in some parts of the street and there is a gap in the built fabric at nos. 5-7 which detracts.
- 6.20 The glass roof of the former Catesby's department store is a feature travelling east.

The Quiet Commercial Streets

- 6.21 These streets, which include Whitfield Street, Cleveland Street and Chitty Street, are characterised by a greater proportion of 20th century development and a predominance of larger scale plots and buildings with relatively few surviving buildings from the Georgian period. The nature of the uses and limited levels of traffic make these streets quieter and less populated than other streets in the conservation area. They have a strong sense of enclosure deriving from the relatively narrow street width, continuous frontages of generally four or five storeys in height and a largely consistent, strong parapet line. A variety of materials-red brick, yellow brick and render – is evident on all of the streets.
- 6.22 Of interest, in addition to the fragments of development from late 18th and early 19th centuries are a late 19th century mansion block (4-14 Cleveland Street) with interesting brick and terracotta detail in the facades, a number of office/commercial buildings with art deco/modern movement influenced frontages (24-32 Cleveland Street is of particular note) and the decorative frontage of Kirkman House (Whitfield Street). The Middlesex Hospital Annex on Cleveland Street retains buildings that were developed through the 18th and 19th century as part of a workhouse although they appear to be much altered.
- 6.23 In townscape terms, Whitfield Street is long and relatively narrow with a notable sense of enclosure. There is a contrast in the vicinity of Whitfield Gardens and Crabtree Fields where there is a greater sense of openness deriving from the open spaces that have been created from car parks and bomb damaged sites in the

second half of the 20th century. Crabtree Fields has been more successful in creating a sense of place whereas Whitfield Gardens has a fragmented, run-down character.

- 6.24 Along Cleveland Street there are a variety of different building types, although the majority contribute to the character of the street. The listed Georgian townhouses at nos. 16-22, which once had shops and commercial uses at ground level appear to be suffering some vacancies, potentially as a result of the closure of the hospital. The condition of these buildings will need to be kept under review, however, the redevelopment of the Middlesex Hospital site is likely to generate demand for ground floor commercial uses in this area.

Mixed Use Streets

- 6.25 To a large extent the conservation area comprises streets that are characterised by a mix of residential, shopping and commercial uses that tend to have a ground level shop frontage onto the street, but are quieter than the main thoroughfares such as Tottenham Court Road. These include Charlotte Street, Rathbone Place, Windmill Street, Tottenham Street and Rathbone Street. The frontages are generally comprised of three or four storey townhouses, many with shop frontages that retain interesting features such as corbels, stallrisers, decorative timber and pilasters and have fascias that maintain the overall proportions of the property. The townhouse form generates a strong parapet line along these streets. The predominant material is yellow stock brick with areas of stucco introduced into the frontages during the 19th century, particularly along Charlotte Street.
- 6.26 Charlotte Street, named after Queen Charlotte, has a concentration of pubs, cafes and restaurants. The Fitzroy Tavern, reputedly the reason for the area being known as Fitzrovia, is a local landmark along the street as is the Northumberland Arms. The BT tower is a feature travelling north.
- 6.27 Amongst the mainly four storey townhouses are a number of taller late 19th and 20th century buildings with varying degrees of interest. The more decorative red brick and tiled facades of the late 19th and early 20th century buildings contribute to the interest of the street although the later 20th century buildings tend to be of a larger scale and have plain utilitarian frontages that do not contribute to the character of the area. A number (at the junctions of Goodge and Tottenham Streets) detract as a result of both their imposing mass and bulk within the street. The open basements of the former townhouses have been generally filled with the introduction of pavement

'lights', although a few railings and basements provide a hint as to the original form of the street. In some locations (e.g. rear of 32-34 Charlotte Street) prominent plant detracts.

- 6.28 Windmill Street, named after the windmill that once stood at its western end, comprises predominantly four storey townhouses with ground floor shopfronts. None of the former railings to frontages remain. The predominant materials are yellow brick with red brick and stucco decoration. The more decorative facades of the public houses at either end differ. The north side of the street has been much redeveloped, with some re-creation of the Georgian pattern
- 6.29 Tottenham Street comprises mainly four storey townhouses with predominantly yellow stock brick frontages. Stucco decoration has been introduced to varying degrees along the street. Several of the frontages retain 19th century shopfronts although in places the railings remain.
- 6.30 Percy Street has a mix of shops and restaurants set in three storey townhouses, however a significant proportion of the frontages are distinctly Georgian in character with arched door heads, banding details and rubbed brick window heads. Many of the railings are retained and there are a number of semi-mature trees along the street. Of note along the street are decorative timber porches and door surrounds, incidences of tiled steps to the front doors and the decoratively re-faced building at no.4 with its unusual faience detailing.
- 6.31 Rathbone Place has a much more varied character with original terraces mainly rebuilt or re-faced with a mix of red and yellow brick, a half timbered pub of three-four storeys, and a former workshop building at the junction with Gresse Street.
- 6.32 The only building of interest on the north side of Rathbone Street is the three storey building at the junction with Charlotte Place.

Primarily Residential Streets

- 6.33 These streets are primarily in a residential use with relatively consistent mainly three and occasionally four storey yellow brick townhouses, mostly with stucco ground floors. Scala Street, has a consistent south side defined by railings and with variation in the treatment of the doorways. Some of the original windows have been replaced. The only interest on its north side is the listed toy Museum building at no.1. No. 60 Charlotte Street, a ten storey block of flats set on a podium, dominates and detracts

from the street. This building occupies the site of a series of former theatres and concert halls.

- 6.34 Goodge Place is one of the most consistent Georgian Streets in the area notwithstanding the more recent interventions at the northern end of the street. Many of the generally four storey townhouses retain their original details and there are a range of decorative door surrounds and fine doors. Most of the properties are listed but those that are not contribute to the general consistency of the street. Its cobbled surfacing contributes to its sense of history. The dog-leg alignment adds to the visual interest of the street emphasising the transition from Goodge Street, whilst the mature tree provides an attractive focus with a backdrop of buildings.

Pedestrian Streets

- 6.35 The pedestrian streets of Colville Place and Charlotte Place are short, narrow pedestrianised streets that are narrower than other streets in the area. They comprise frontages of generally consistent terraces of three storey townhouses some with ground level shopfronts, many of which contribute to the interest of the street. Whilst Colville Place is solely residential, the retained timber shopfronts hint at a more commercial past. Charlotte Place retains commercial uses and shops at ground floor level.
- 6.36 The pedestrianised streets and York stone paving provides an attractive setting for the houses and a pleasant environment for the pedestrian, adding charm and historic interest. There is a notable degree of consistency along these streets in terms of the materials, heights and repeated fenestration.

The Mews Areas

- 6.37 These quite streets are characterised by narrow entrances, sometimes beneath buildings, shared, generally cobbled surfaces and a range of commercial uses within former mews properties or subsequent 19th century workshop buildings. The interest in the buildings is in the retained large ground floor doors and small scale of the mews buildings, the large workshop windows, the doors at upper levels often with hoists that would have enabled the delivery of materials, and the retained surfacing. The roofs of the buildings are generally concealed by a parapet. Charlotte Mews, Percy Mews and Tottenham Mew all retain some interest in their more humble commercial

buildings. The prefabricated buildings on Tottenham Mews detract from the overall character of the street.

7.0 HERITAGE AUDIT

Introduction

- 7.1 An audit of the fabric of the Conservation Area has been undertaken to identify listed buildings and unlisted buildings that contribute to the character and appearance of the conservation area. Buildings, streetscape and other elements that detract from its character and appearance are also identified. The built heritage audit is set out in Appendix 3 with a plan showing the location of listed buildings, positive contributors and detractors in Appendix 4.
- 7.2 There is a strong presumption in favour of the retention of buildings that make a positive contribution to the character or appearance of the conservation area. Detractors are elements of the townscape that are considered to be so significantly out of scale or character with their surroundings that their replacement with something of a more appropriate scale, massing or detailed architectural treatment would benefit the character and appearance of the area. Detractors may also include gaps in frontages that disrupt the prevailing street pattern. Elements that are neutral broadly conform with the overriding scale, form, materials and elevational characteristics of their context. The integrity and nature of the context are consequently influential in making this judgement.

Listed buildings

- 7.3 Within the Charlotte Street Conservation Area there are over 70 listed buildings and structures on the statutory list of buildings of Architectural or Historic Interest. None of these buildings are currently at risk.

Buildings and groups of buildings that make a positive contribution to the Conservation Area

- 7.4 In addition to the buildings that are on the statutory list there are a large number of individual buildings and groups of buildings that contribute to the character of their immediate surroundings and the conservation area as a whole. Whilst some of these buildings may have experienced minor alterations over the years, they contribute as part of a group. The list of positive contributors is not a static document and is subject to review. The contribution of any individual building will be assessed in line with English Heritage's guidance on conservation area appraisals.

Elements of streetscape that make a positive contribution to the Conservation Area

- 7.5 The character and the appearance of the conservation area are not solely a function of its buildings, use and activity. Elements within the public realm, such as original paving materials, traditional bollards and street furniture of historic interest (e.g. lamp posts, post boxes and bollards) contribute greatly to the area's quality, character and appearance. It should be noted that the survey may not be exhaustive and any works should seek to retain elements of streetscape interest, whether identified or not.

Shopfronts of Merit

- 7.6 There are also a number of shopfronts within the conservation area that are of historic interest and retain many of their traditional elements. These contribute significantly to the character of the area and their loss would have a significant impact on the quality and appearance of the frontages at ground floor level. In addition, it is understood that good shopfront details may remain beneath unsympathetic fascias and signage. Where this has been confirmed, these have also been included.

Buildings and features that detract from the character of the area

- 7.7 Inevitably there are buildings that detract from the character and appearance of the conservation area. This may be due to a building's scale, materials, relationship to the street or the impact of alterations and extensions. There are also structures and elements within the streetscape that impinge on the character and quality of the conservation area. In addition, there may be unsympathetic and prominent features that detract from a building such as inappropriate additions (e.g. air conditioning plant).

Opportunity sites

- 7.8 There are two sites within the conservation area that are currently identified within the Camden Replacement Unitary Development Plan:
- i) Middlesex Hospital Annexe on Cleveland Street identified for housing development including affordable housing.
 - ii) Arthur Stanley House, 44-50 Tottenham Street identified for housing redevelopment – currently identified as a detractor in the conservation area appraisal as a result of its scale and bulk. There is an opportunity to provide a

more sensitive replacement more consistent with the character of the conservation area;

7.9 Where buildings currently detract from the appearance of the conservation area, sensitive redevelopment may provide an opportunity for the enhancement for example:

- 60 Charlotte Street
- 5-7 Goodge Street
- 31-37 Whitfield Street
- 46 Goodge Street
- 38-40 Windmill Street (particularly its impact on Crabtree Fields to the rear)

7.10 In other parts of the conservation area there are buildings which neither preserve nor enhance the area and their redevelopment may be considered appropriate, subject to an acceptable replacement.

PART 2: MANAGEMENT PLAN

8.0 INTRODUCTION

Background

- 8.1 English Heritage Guidance on the Management of Conservation Areas advises that following an appraisal of the conservation area, a strategy for its management in the medium to long term should be developed to address issues identified through the appraisal.
- 8.2 The Character Appraisal and this associated Management Plan seek to provide a clear basis for the assessment of proposals and identify an approach to addressing issues that have the potential to impact on the special architectural and historic interest of Charlotte Street Conservation Area.
- 8.3 The aims of the Management Plan are to:
- i) inform interested parties of how the Council intends to secure the preservation and/or enhancement of the conservation area;
 - ii) set out an approach to consultation on the management of the conservation area;
 - iii) confirm how issues identified through the character appraisal will be tackled;
 - iv) identify specific policy or design guidance that is relevant to the conservation area to support the development control function and those preparing applications for planning permission, Listed Building Consent and Conservation Area Consent;
 - v) identify areas where the overview provided by the Conservation Area Appraisal suggests that site-specific Development Brief would assist the management of the conservation area and decision-making processes;
 - vi) identify areas that may benefit from specific enhancement proposals should funding become available; and,
 - vii) identify the management tools available to the Council through legislation.

Policy and Legislation

- 8.4 Recent revisions to the planning system mean that the currently adopted Camden Unitary Development Plan (2006), which forms the basis of decision-making for development proposals in the Borough, will be replaced by a new Local Development Framework in 2010. There is a requirement for greater public consultation as part of this revised policy framework including conservation policy (both general and specific) which will in part meet the objective of there being greater consultation on the management of the conservation area.
- 8.5 In the review of planning policy to be undertaken as part of the LDF process the Council will consider the objectives of preserving or enhancing the interest of Charlotte Street Conservation Area. The Council will maintain a policy framework that seeks to preserve or enhance the character or appearance of conservation areas in the context of the most up to date Government Guidance and strategic policy set out in the London Plan. The Council will identify any areas that are under pressure of significant change and consider the need for, where appropriate, more targeted spatial policy in the form of Area Action Plans.

9.0 MONITORING AND REVIEW

Monitoring

- 9.1 The Council will continue to monitor listed buildings within the conservation area that are at risk as well as other listed buildings to determine whether further action is necessary to safeguard them.

Review

- 9.2 The Council is required to undertake periodic review of the Charlotte Street Conservation Area to ensure that the special interest is being maintained and protected, to re-evaluate boundaries, and assess whether there are areas which justify inclusion as well as areas which have deteriorated to such an extent that their special interest has been lost.

- 9.3 As part of the review process the Council will:

- undertake a visual appraisal;
- maintain a searchable photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
- record the character of streets and areas;
- maintain and update a record of other aspects of interest within the conservation area including shopfronts of merit and the historic fabric of the public realm; and,
- consider current issues impacting on the character and appearance of the conservation area.

- 9.4 As part of the most recent area appraisal, the following have been reviewed: current issues, conservation area boundaries, positive contributors to the conservation area, negative elements, shopfronts of merit and elements of streetscape interest.

10.0 MAINTAINING CHARACTER

General Approach

10.1 The following approach to maintaining the special interest of the Charlotte Street Conservation Area will be adopted as part of the strategy for its effective management:

1. the Charlotte Street Conservation Area Appraisal and Management Plan will be subject of public consultation and will be periodically reviewed to ensure that these documents remain sufficiently current to enable its effective management and decision-making on new development within the area;
2. the list of buildings and other features which, in addition to those already included on the statutory list, positively contribute to the character or appearance of the conservation area, will be kept under review to aid decision-making and the preparation of proposals;
3. applications for development will be determined having regard to the special interest of the conservation area and the specialist advice of conservation officers;
4. in accordance with the relevant legislation most applications for development within the conservation area are required to include a Design and Access Statement. This will be required to adequately explain the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site, its context as well as the proposed development;
5. where relevant and possible further supplementary planning documents including design guidance and planning briefs will be produced;
6. in undertaking its development control function the Council will ensure that the historic details which are an essential part of the special architectural

character of Charlotte Street Conservation Area are preserved, repaired and reinstated where appropriate;

7. the Council will seek to ensure that the departments responsible for the environment (highways/landscape/planning/conservation and urban design) work in an effective, co-ordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate; and,
8. the Council will continue to consult the Conservation Area Advisory Committees and local amenity societies on applications which may impact on the special interest of the Charlotte Street Conservation Area and seek their inputs in relation to ongoing management issues.

11.0 BOUNDARY CHANGES

- 11.1 The boundary of the Conservation Area has been reviewed as part of this study. Two aspects of the boundary have been reviewed: first whether the current boundaries are logical, in relation to the proposed Fitzrovia Conservation Area (currently part of Bloomsbury Conservation Area); and second, whether there are any areas that should be added into or de-designated from the conservation area.

Adjustments to Existing Conservation Area Boundaries

- 11.2 The Council have considered the potential integration of the Fitzroy Square area (currently within the Bloomsbury Conservation Area) into the Charlotte Street Conservation Area. A band of large scale 20th century development along both sides of Howland Street creates a distinct separation between the northern edge of the conservation area and the southern edge of the conservation area designation which surrounds Fitzroy Square. For this area to be included, development that is of no historic or architectural interest would need to be added to the conservation area to facilitate a physical connection between the two. This would be contrary to English Heritage's Guidance on designating conservation areas, which encourages only the inclusion of areas that are worthy of special protection. It would be difficult to make a case that the buildings between these two conservation areas are of sufficient merit, with the possible exception of the BT tower which is protected in any event by its listing.
- 11.3 There are some similarities arising from the area's development during the 18th century, the predominance of townhouses and the mixed nature of use, however the character and appearance of Fitzroy Square is significantly different. This was developed as a set-piece 'square' with surrounding houses and supporting uses by a single landowner, representing a grander concept than the speculative and piecemeal development of the Charlotte Street area.
- 11.4 Overall it is considered that there is an insufficiently strong case to transfer the Fitzroy Square area to the Charlotte Street Conservation Area. Consideration could however be given to the creation of a separate Fitzrovia Conservation Area

owing to its physical separation from the main body of the Bloomsbury Conservation Area.

Additions and deletions considered

- 11.5 Owing to the conservation area being bounded to the south and east by the London Borough of Westminster, to the west by the Bloomsbury Conservation Area and an area of mainly 20th century development of no historic interest to the north there are not considered to be any areas adjoining the conservation area that deserve additional protection.

12.0 CURRENT ISSUES

12.1 Developments over the recent decades have influenced the character and appearance of the Charlotte Street Conservation Area. There is likely to remain significant pressure for change. This has included and is likely to continue to include pressure for larger scale retail and office development along Tottenham Court Road as well proposals for new development on sites previously occupied by the Middlesex Hospital. In addition, there is likely to be a continued turnover of businesses in the area giving rise to requirements for new signage, alterations and extensions and also further pressure for air conditioning, plant and telecommunications equipment. Other factors that have influenced the character and appearance of the area include the cumulative impact of advertisements, signage and street furniture (including within the public realm).

New Development

12.2 Where new development has not been successful in terms of preserving or enhancing the character and appearance of the conservation area, this has generally been due to one of the following:

- The use of inappropriate materials or detailing
- Inappropriate scale, bulk, height and massing
- Inappropriate relationship to the street and neighbouring properties
- Failure to respect traditional plot module

Alterations to Existing Buildings

12.3 Alterations and extensions can have a detrimental impact either cumulatively or individually on the character and appearance of the area. Examples within the area include:

- Inappropriate external painting, cleaning and pointing of brickwork.

- The replacement with historic fabric with inappropriate materials or details such as inappropriately detailed or proportioned doors, windows, downpipes or railings.
- Inappropriate roof level extensions- particularly where these interrupt the consistency of a uniform terrace or the prevailing scale and character of a block, are overly prominent in the street.
- Prominent roof level fencing
- Addition of prominent roof level ventilation plant, including external ducts, air handling equipment, rooftop plant and individual a/c units, as well as fire escapes that detract from both the building and character and appearance of the area.
- Satellite dishes and aerials
- Inappropriately replacement shopfront elements, that are unsympathetic to the proportions and scale of the building or street into which they have been added such as overly large fascias, plastic canopies, replacement of historic shopfronts with large plate glass windows
- Loss of original details such as traditional shopfront elements, frontage railings, chimneys and chimney stacks.
- Inappropriate, excessive and illuminated signage.

Changes of Use

12.4 The uses within the Charlotte Street Conservation Area have changed over time. It is the current variety, scale and nature of use that contributes to its character. Changes that could impact on the character of the area include:

- Unsympathetic amalgamation of terraces to accommodate a larger use, particularly the interruption of the pattern of the repeated terraced frontages, combination of shopfronts within the street and the need for plant and servicing

- Loss of vitality arising from the loss of a mix of small scale uses and a range of independent businesses including offices, shops and restaurants
- Development of a uniformity of use that would detract from the variety that characterises this area

Small scale developments within /changes to the public realm

12.5 Building frontages, roads and pavements are all important elements of the public realm and the cumulative impact of small scale additions can have an overall detrimental impact on the character of the area. Such additions can include:

- Loss of original/interesting streetscape elements
- Unsympathetic surfacing materials
- Clutter of street furniture, particularly traffic signage and new bollards
- Visual clutter from excessive signage (in particular along Tottenham Court Road including advertising hoardings, large fascia signs, banner signage and estate agents boards)

Telecommunications

12.6 The increase in the number of mobile phone users is leading to an increased demand by operators for telecommunications equipment. Masts are frequently mounted on tall buildings and could potentially be prominent within the conservation area.

13.0 MANAGEMENT OF CHANGE

Investment and Maintenance

- 13.1 The appraisal has indicated that the character of the Charlotte Street Conservation Area is in places vulnerable to negative change through incremental deterioration of built fabric arising from neglect and lack of maintenance of buildings most notably where there are vacant premises along Tottenham Court Road, Cleveland Street and Goodge Street.
- 13.2 The quality of the public realm and particularly the pedestrian spaces can make an important contribution to the character of the area. The quality can be adversely affected by a range of factors including the proliferation of visual clutter (e.g. signage, posts, bollards), inappropriate surfacing, covering/removal of historic surfacing.
- 13.3 The Council will seek to ensure that its own investment in the public realm in the conservation area respects and enhances its special character and will look for opportunities to make specific, appropriate enhancements to the public realm and particularly to the pedestrian environment as one way of supporting the preservation of the area's distinctive character through the streetscape manual and internal consultation.

Listed Buildings

- 13.4 Within the Charlotte Street Conservation Area there are a number of fine buildings which because of their special architectural or historic interest are protected by statutory listing. They form a very important part of the historic quality and character of the area.
- 13.5 To check if a property is Listed check the plan at Appendix 4 and the Council's website. For Listed Building advice contact - www.camden.gov.uk/planning/listed-buildings or www.english-heritage.org.uk

Maintenance and Repair of Listed Buildings

- 13.6 None of the buildings in the conservation area are identified as being at risk on the 2006 Buildings at Risk Register. The Council will keep the condition of properties under review to inform English Heritage of any that may need to be added to the Register. Owners will be encouraged to maintain their buildings regularly to ensure their condition is improved or appropriately and adequately maintained so that important historic buildings and their architectural features are preserved. The Council will support owners by providing advice and links to available resources provided by other organisations via the website to assist with this (e.g. Georgian Group/English Heritage/maintainyourbuilding.org).
- 13.7 Owners will be encouraged to keep listed buildings occupied and in an appropriate use. The most appropriate use will be to retain a listed building in its original use. Other uses may be considered if it can be demonstrated that the original use cannot be viably maintained and any other more sympathetic uses are unviable. Most new uses will require planning permission and should not harm the integrity of the building. Listed building consent will be required for any internal alterations to listed buildings.

Listed Building Enforcement Powers

- 13.8 Listed building enforcement powers will be used to secure essential urgent works or repairs to secure the preservation of the building.
- 13.9 In the most extreme cases of deliberate neglect of listed buildings the Council will exercise its powers to undertake the work at the owner's cost or compulsorily purchase the property ensuring that there is provision for the subsequent repair of the building.

Unlisted Buildings

- 13.10 There are some unlisted buildings within the conservation area that have also suffered from a lack of investment and maintenance. As noted above this is seen within the upper storeys.

13.11 The routine and regular maintenance of all buildings within the Charlotte Street Conservation area will be encouraged to help ensure the preservation of its special character and appearance.

13.12 The following measures will be considered to stimulate maintenance and care of unlisted buildings:

- information will be provided on the importance of regular maintenance and other organisations/websites providing advice on these matters will be highlighted on the Council's website;
- initiatives that will enhance the character or appearance of the Charlotte Street Conservation Area will be encouraged;
- information on current funding sources will be provided and if appropriate the Council will apply for funding through special schemes;
- the Council will encourage the re-use of premises above shops and other commercial buildings to prevent vacancies and maintain vibrancy in along shopping streets; and,
- the Council will keep under review the condition of buildings and consider, in conjunction with English Heritage and the Secretary of State for Culture, Media and Sport whether any urgent works notices should be served to secure emergency or immediate repairs to arrest deterioration of the unoccupied parts of unlisted buildings

Control over New Development

13.13 It is clear from the Conservation Area Appraisal that there is considerable pressure for redevelopment and new development across the conservation area. This pressure comes from a number of sources of different scales:

- i) the buildings vacated by former hospital uses;

- ii) a range of small scale change that can, cumulatively, have a significant impact on the character of an area (e.g. roof extensions; rear extensions, satellite dishes and aerials, fire escapes, plant);
- iii) commercial pressure for new offices and retail-related developments including replacement shopfronts;
- iv) changes of use; and,
- v) advertisements.

13.14 High quality new development that is appropriate for its context can preserve and enhance the conservation area. An appropriate level of information will also be required as part of the application submission to enable the Council to determine the effect of any development proposal on the character or appearance of the conservation area.

General

13.15 Development proposals must preserve or enhance the character or appearance of the Charlotte Street Conservation Area. This requirement applies equally to developments which are outside the conservation area but would affect its setting or views into or out of the area.

13.16 High quality design and high quality execution will be required of all new development, which will be expected to respect the existing character, scale and mix of uses. It is important that applications contain sufficient information to enable the Council assess the proposals.

13.17 Proposals which seek to redevelop those buildings that are considered to have a negative impact on the special character or the appearance of the conservation area with appropriate new development will be encouraged.

13.18 Design and Access Statements accompanying applications will be expected specifically to address the particular characteristics identified in the appraisal including the scale and character of the repeated terraced forms, the prevailing scale, mass, roof line and rhythm created by the historic pattern of development.

- 13.19 The appearance of all buildings of historic interest (listed and unlisted) within the conservation area is harmed by the removal or loss of original architectural features and the use of inappropriate materials. For example, the loss of original joinery, sash windows, porches and front doors, can have considerable negative impact on the appearance of a historic building and the area. Insensitive re-pointing, painting or inappropriate render will harm the appearance and the long-term durability of historic brickwork.
- 13.20 In all cases the Council will expect original architectural features and detailing to be retained, protected, refurbished in the appropriate manner, and only replaced where it can be demonstrated that they are beyond repair.
- 13.21 In preparing development proposals consideration should be given to whether the development will affect view corridors to and from St Paul's and the Palace of Westminster.

Small scale non-residential development

- 13.22 The same attention to detailed design and high quality should be applied to smaller alterations such as shop fronts, signage, extensions and the siting and design of external flues and plant. These can harm the character and appearance of the area to an extent belied by their individual scale.
- 13.23 The conservation area retains many diverse historic rooflines which it is important to preserve. Fundamental changes to the roofline, insensitive alterations, poor materials, intrusive dormers, or inappropriate windows can harm the historic character of the roofscape and will not be acceptable. Of particular interest are butterfly roof forms, parapets, chimneystacks and pots and expressed party walls.
- 13.24 Within the Charlotte Street Conservation Area there are many interesting examples of historic rear elevations. The original historic pattern of rear elevations within a street or group of buildings is an integral part of the character of the area and as such rear extensions will not be acceptable where they would compromise the special character.

- 13.25 The railings and basements along the majority of frontages are an important facet of the character of the area. The Council will resist the loss of original railings and infilling of basement lightwells where this forms part of the area's character. However, where the introduction of shops has resulted in the infilling of basements and the streetscape is characterised by the pavement extending to the building, the excavation of the basement would not normally be acceptable.
- 13.26 Prominent external telecommunications apparatus, including cable runs, can harm the appearance of an historic building. Efforts should be made to find discrete solutions appropriate to the character of the area. Guidance on the installation of telecommunication equipment including mobile phone masts, satellite dishes and aerials can be found in the Camden Supplementary Design Guide or by contacting the Planning Services above.
- 13.27 Where appropriate the Council will have regard to the feasibility of installing air-handling equipment and external flues so that the position, particularly in visually sensitive locations and in the proximity of residential accommodation, will protect local amenity and preserve the appearance of the conservation area.
- 13.28 Fire escapes should be located internally. If external means of escape cannot be avoided they should be located in a position that does not detract from the appearance of the conservation area. If they any element is visible from the public realm particular attention will need to be paid to the materials, colour and detailing.

Commercial Developments

- 13.29 The shopfronts that remain from the 18th and 19th centuries are an important element in the character of these areas. The important historic shopfronts have been noted in the appraisal.
- 13.30 All historic shopfronts within the conservation area contribute to the special character and their retention is particularly important. The Council expects all historic shopfronts to be retained and restored in an appropriate manner.

- 13.31 The installation of a new shop front, shutters and grilles and most alterations will need planning permission. Inappropriate and poorly designed shopfronts detract from the character and appearance of the conservation area. The Council expects the quality and design of new shopfronts to respond sensitively to their historic setting and, importantly, the building frontage as a whole.
- 13.32 A pattern of larger commercial development has occurred along Tottenham Court Road which has had a negative impact on the scale and character of the more domestic hinterland, particularly in relation to the means of providing vehicular access and rear servicing. New commercial development should respect the scale of the street and its visual impact on the wider area.

Changes of Use

- 13.33 The Council will keep under review changes of use to see whether particular policies are required to protect the character of the area.
- 13.34 Reference should be made to the relevant policies contained within Camden's Supplementary Planning Document, Revised Planning Guidance for Central London – Food, Drink and Entertainment, Specialist and Retail Uses (October 2007).

Demolition

- 13.35 The total or substantial demolition of an unlisted building requires Conservation Area Consent. In accordance with relevant Government guidance, the Council will normally expect all buildings that make a positive contribution to the character or appearance of the conservation area to be retained. Any proposals for the demolition of an unlisted building would need to be fully and robustly justified in terms of the requirements set out in PPG15. The Council would need to be convinced of any case for demolition.
- 13.36 Demolition of a building is unlikely to be permitted without an appropriate redevelopment scheme and some certainty that this would be implemented.

Control of Advertisements

- 13.37 The installation of signage, particularly illuminated signage will usually require advertisement consent. A proliferation of signage, even of an appropriate design, could harm the character of the conservation area.
- 13.38 There are a number of hoardings within the conservation area and large signs along Tottenham Court Road which detract from the visual amenity of the frontage. These are not considered acceptable forms of advertising within the conservation area because of their size and scale. Enforcement action in the form of a Discontinuance Notice to seek the removal of these hoardings could be investigated.
- 13.39 New development may increase pressure for more intensive advertising. This will be resisted where it is considered to detract from the character and appearance of the area.
- 13.40 The proliferation of estate agents boards is an ongoing concern. The legislation concerning the display of advertisements is contained principally in the Town & County Planning (Control of Advertisement) Regulations 1992. One control mechanism is the use of Regulation 7. It is not considered at this time that a Regulation 7 Order is justified at the present time but this will be kept under review.

Development Briefs and Design Guidance

- 13.41 The Council will review the following sites with a view to preparing and adopting Planning Briefs to guide large scale new development and development:
- Middlesex Hospital Annex
 - Redevelopment of Arthur Stanley House
 - 60 Charlotte Street
- 13.42 Developers will be encouraged to work with the Council at pre-application stage to prepare proposals for major developments within the conservation area.
- 13.43 A range of guidance on development control issues is set out within the Camden Planning Guide (adopted December 2006) and should be considered by

applicants and their advisors. This is available on the Council's website and will be applied in decision-making when appropriate.

13.44 Other guidance includes guidance on sustainable development in Conservation Areas which can be found on the Council's website. Further guidance in relation to listed buildings and their repair and maintenance is available from English Heritage and organisations such as The Georgian Group.

13.45 The Council will seek to maintain and update specific design guidance

Public Realm Strategy

13.46 The appraisal has identified elements of historic streetscape interest within the conservation area. These include York paving stones and slabs, cast iron bollards, coalhole covers, setts and other increasingly rare examples of historic street furniture add interest and character to the public realm within the conservation area. It should be borne in mind that these lists may not be exhaustive and in any streetscape proposals consideration should be given to the value and retention of any elements of historic streetscape interest.

13.47 The Council has produced the Streetscape Design Manual to raise the standard of street works consistently throughout the Borough. Reference should be made to this document and consultation with conservation officers undertaken.

13.48 The planning authority will seek to encourage improvements to the public realm including the reduction of street clutter and improved street lamps, wayfinding and signage design. Information and advice can be found in the Council's Streetscape Design Manual. English Heritage guidance '*Streets for All*' should also be reviewed.

Landscape Elements

13.49 Advice on street trees can be found at www.camden.gov.uk/streetscape.

13.50 The Council's free publication 'A Guide to Trees in Camden' contains information on the benefits of trees and the law relating to trees in Conservation Areas.

Enforcement

- 13.51 In addition to listed building enforcement powers, the Council has adopted an Enforcement Policy for handling complaints of unauthorised development and will investigate and where necessary take enforcement action against unauthorised works and changes of use. In operating that policy special attention will be given to preserving or enhancing the special qualities of the conservation area.
- 13.52 Guidance regarding enforcement issues can be found in PPG18: Enforcing Planning Control and Circular 10/97: Enforcing Planning Control: Legislative Provision and Procedural Requirements (published by DETR).
- 13.53 The Council will, if necessary, utilise powers under sections 214 and 215 Town and Country Planning Act 1990 to ensure that sites that detract from the amenity of the conservation area will be addressed.
- 13.54 The Council will consider the efficacy of using Completion Notices to secure the completion of any unfinished works which are impacting on the area's appearance.
- 13.55 The use of an Article 4 direction within the conservation area to remove certain permitted development rights is not considered to be appropriate in this area given the high proportion of listed buildings and limited number of properties with permitted development rights.

14.0 OTHER ISSUES

14.1 There are a number of issues that the Council may wish to consider in relation to the management of the conservation area.

Promoting Design Quality

14.2 The Council will ensure continued consultation with the local Conservation Area Advisory Committee and other local interest groups.

14.3 Design awards and environment champions will be used by the Council to encourage high quality design.

Potential Enhancement Schemes/Programmes

14.4 The Council will make applications for funding as appropriate. Applications for funding under the Townscape Heritage Initiative must include a Management Plan (or update this Management Plan) to include

- the heritage value of the area and problems posing a threat to it;
- planning policies;
- proposed planning measures;
- a framework for design standards; education and training;
- community consultation and involvement; and
- putting the management plan into practice

Resources

Publications and Guidance Notes

14.5 The Council will make available via its website a range of resources to assist businesses, occupiers and developers in making applications that will meet the objective of preserving or enhancing the special interest of the area.

Human Resources

- 14.6 In the context of limited financial and manpower resource available to the Council there is a need for consideration to be given to the best focus of resources to secure the appropriate management of the Conservation Area.
- 14.7 Given the nature of the Conservation Area with significant pressure for change and development resources will therefore be focussed towards development control, site specific policy guidance and enforcement action where this will deliver results.
- 14.8 The potential opportunities for the funding of physical enhancement works will however be kept under review.

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Maps

Referred to:

1792 Horwood Map

1801 Fairburn Map

Bomb Damage Maps (Local History Library)

Included in Appendix

OS Map 1871-1873

OS Map 1894

OS Map 1913-1914

Appendix 1: Historic Maps

Appendix 2: The Conservation Area Boundary & Designation Dates

Appendix 3: Urban Grain

Appendix 4: Topography

Appendix 5: Built Heritage Audit

Listed Buildings – All at Grade II

Charlotte Street	26, 72
Cleveland Street	16, 18, 20, 22
Colville Place	1, 11, 11a, 12, 13, 14, 15, 16
Goodge Place	8-14 (consec), 19-26 (consec),
Goodge Street	2, 35, 56
Percy Street	1-9 (consec), 12-20 (consec), 28-30 (consec), 32- 37 (consec)
Scala Street	1
Tottenham Court Road	38, 46 (Rising Sun PH), 64-67 (consec)
Tottenham Street	24, 26, 28, 30, 39
Windmill Street	7, 8

Positive Contributors

Charlotte Mews	3, 6, 9, 10, 11, 12,
Charlotte Place	9-12 (consec), 14, 15
Charlotte Street	2-14 (even), Fitzroy Tavern, 16-24 (even), 28-36 (even), 38-44 (even), 64-70 (even), 74, 41-45 (odd), 53-69 (odd), 81-97 (odd)
Cleveland Street	4-14 (even), 24-32, 34-42
Colville Place	2-9 (consec), 17, 18
Gresse Street	32-35
Goodge Place	4-7 (consec), 15, 16, 26a
Goodge Street	1, 3, 9, 11, 13, 21-33 (odd), 37-41(odd), 43-51(odd), 22-44 (even), 48, 50, 54, 58-60, 62, 64, 66, 66a
Kirkman Place	8, 9
Percy Mews	6, 7
Percy Street	10, 11, 27, 31
Rathbone Place	23-28 (consec)
Scala Street	16-23 (consec)
Tottenham Court Road	37, 47-54(consec), 54a, 60-63(consec), 68-77(consec), 79, Whitfield Memorial Congregational Church
Tottenham Mews	6- 12 (consec)
Tottenham Street	1, 9, 11, 15-19 (odd), 27-37 (odd), 41-45 (odd), 49, 8-12 (even), 12a, 32, 52, 54
Whitfield Street	3, 5, 41, 67-69, 71-81, 2, 4, 12-14, 30-32, 48-50, 52, 54-60
Windmill Street	2, 6, 31, 32-37 (consec)

Shopfronts of Merit

Charlotte Place	11, 12
Charlotte Street	Northumberland Arms, 26, 28, 61, 63, 67, 72, 89
Cleveland Street	16-22
Colville Place	12, 13, 14-16
Goodge Street	1-3, 21, 35, 39, 41
Percy Mews	Frontage to Wheatsheaf PH
Percy Street	1, 18
Scala Street	1
Rathbone Place	24, 25, 27
Tottenham Court Road	38, Rising Sun
Tottenham Street	15, 19, 26, 28, 30, 35, 39
Windmill Street	2, 32, 33, 34
Whitfield Street	41

Elements of Streetscape Interest

Charlotte Mews	Setts, small area York stone paving
Charlotte Street	Granite kerbs
Cleveland Street	Granite kerbs, cobbled crossings
Colville Place	York stone paving, coal holes
Gresse Street	Granite kerbs
Goodge Place	Granite kerbs, setts, stone slabs
Goodge Street	Lamp posts (listed), Granite kerbs, stone bollards
Percy Mews	Setts, Parish Marker, Stone Bollard, Granite kerbs
	Granite kerbs, setts below tarmac, Parish Marker, lamp posts
Scala Street	Granite kerbs, coal holes
Rathbone Place	Granite kerbs, setts outside PH
Tottenham Court Road	Granite kerbs, lampposts, Parish Marker
Tottenham Street	Granite kerbs, cobbled crossover, coal holes
Windmill Street	Granite kerbs, cobbled gutter, setts outside PH, Parish Marker
Whitfield Street	Granite kerbs

Detractors

Charlotte Street	60
Goodge Street	5-7, 46
Tottenham Mews	Day Hospital
Tottenham Street	44-50 (Arthur Stanley House)
Whitfield Street	31-37
Whitfield Gardens	

Appendix 6: Built Heritage Audit Plan