

**210 Euston Road**  
London, NW1 2DA

## **Heritage & Townscape Impact Appraisal**

June 2018

Consultancy for the  
Historic Built Environment

**KMIHeritage**

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## 1 Introduction

- 1.1 This report has been prepared to support the application for planning permission for 210 Euston Road, London, NW1 2DA.

### Purpose

- 1.2 The purpose of the report is to briefly set out the historical as well as the existing context and analyses the impact of the proposals on the townscape through a series of agreed townscape views.
- 1.3 This report should be read in conjunction with documentation prepared by Tate Hindle Architects and the other members of the professional team.

### Organisation

- 1.4 This introduction is followed by a description of the site and background history of the area. Section 3 analyses the site and its context. Section 4 sets out the national and local policy and guidance relating to the historic built environment that is relevant to this matter. An assessment of the scheme on a series of townscape views is provided in Section 5 followed by a consideration of the scheme's compliance with policy and guidance in Section 6.

### Author

- 1.5 The drafting of this statement was undertaken by Nick Collins BSc (Hons) MSc MRICS IHBC. Nick has been a Principal Inspector of Historic Buildings & Areas in the London Region of English Heritage. Most recently he was a Director of Conservation at Alan Baxter & Associates. Nick has extensive experience in dealing with proposals that affect the historic environment and also has a background in research, in policy analysis and in understanding historic buildings and places.

## 2 The background history to the area

### Development of the area<sup>1</sup>

- 2.1 Up until the eighteenth century the parish of St Pancras was mostly common land and pasture, with the only buildings being the old church and two manors. There was a manor house at Totenhale, to the north-east of what is now the Euston Underpass, and there may have been a knot of buildings around the medieval manor of Cantelowes at Camden Town. Change came rapidly after the 1750s however and within less than a century the area had been transformed from open countryside to its present intensely urban form.
- 2.2 The catalyst for change was the construction in 1756-7 of the New Road which ran from Paddington to Islington (now Marylebone Road and Euston Road). The New Road was created to relieve heavily congested east west route of Oxford Street and Holborn and drive cattle to market at Smithfield. It was also intended to some degree to halt what was seen as the 'ruinous rage for building' on the north side of town by the Bedford, Portman and Fitzroy Estates, amongst others. Horace Walpole described the New Road as being 'built to pass the stones' in this light it can thus be claimed as one of the world's first urban bypasses.
- 2.3 Some ribbon development appeared along the New Road in the late 1700s but the most significant development was a speculative venture by Jacob Leroux on land leased from Lord Somers and thereafter named as Somers Town. Its narrow terrace streets also contained the Polygon a tight ring of tall vials facing outwards from within a square.

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<sup>1</sup> Much of the information for this section has been drawn from the Euston Area Plan: Historic Area Assessment (2014) and Pevsner & Cherry, The Buildings of England: London 4 North (1988)

- 2.4 To the south of Euston Road, Bloomsbury was assigned by the Crown after the dissolution of the monasteries to the first Earl of Southampton. From 1660 the Southampton Estate began to be developed as a grid of terraced streets, three or four storeys high. Bloomsbury Square was laid out in 1661 by the 4<sup>th</sup> Earl of Southampton as prelude to his own house and spread steadily northwards. Euston Square, stretched across both sides of the New Road, was built in 1827.
- 2.5 The most dramatic intervention came in 1837 with the opening of Euston Station, with its cutting and railway tracks carving a swathe through the fields and streets of Chalk Farm and creating tremendous upheaval. Dickens, a one time resident of Somers Town, described the scene as a 'great earthquake' in his 1848 novel *Dombey and Sons*. The railway was denied the legal right to press further into the city and halted at the edge of the Southampton Estate, two blocks north of Euston Square.
- 2.6 The arrival of the railways had a dramatic effect on the southern part of St Pancras. Euston Road was transformed by the great termini, all major architectural monuments" Euston (1836, demolished, rebuilt 1968), King's Cross (1851) and St Pancras (1868).
- 2.7 In 1860, the Metropolitan railway from Paddington to Farringdon was laid beneath the New Road using the 'cut and cover' method, thereby avoiding the legal complications and expense of tunnelling under properties. IT was the first underground railway in the world and became an immediate commercial success; it was soon extended into the city at Moorgate and west to Hammersmith.
- 2.8 Extensive bomb damage and slum clearance prompted an ambitious post-war programme of redevelopment by the Borough of St Pancras. The Regent's Park Estate was the largest of these. IT was not built to any single plan, but rather to several, which accounts for its somewhat disjointed form but also for the variety of housing types.

Development started in 1951 around Cumberland Market and progressed southwards towards Euston Road.

- 2.9 In the 1960s and 70s there were two further great changes in the vicinity of 210 Euston Road; British Railways rebuilding (including the demolition of the Philip Hardwick's entrance portal and screen – the 'Euston Arch' – in 1963) the new Euston Station (opened in 1968) and the creation of the Euston Road underpass, with the cluster of tall office towers at the junction. In the 1970s the station redevelopment was completed with a frontage of commercial buildings by Richard Siefert.
- 2.10 Euston Station remains a major hub of activity and is used by some 50 million passengers each year. The Euston Road has seen steadily increasing traffic making it more of a barrier to free pedestrian movement and its architectural character has also changed by a leap in scale and a shift from residential and smaller scale commercial uses to major office development.

#### **Euston Road & Stephenson Way Today**

- 2.11 As described above, since the mid-18<sup>th</sup> century Euston Road has been one of London's main transport arteries and its function has continued unabated. Its character today is dominated by the traffic. It has been widened many times as part of the growth of motorised traffic and is now a multi-lane dual carriageway. This is particularly evident at the underpass at the junction with Tottenham Court Road and Hampstead Road.
- 2.12 The width and noise of the road makes it difficult to appreciate the qualities of the architecture along this stretch of the road. This is compounded by the traffic on the flanks, Eversholt Street and Melton Street.
- 2.13 Euston Road is a broad street lined with a variety of different scaled buildings, which includes a number of taller buildings, including the Euston Tower and University College Hospital tower, with a commercial or civic use. Whilst there is no prevailing height, the

townscape character along this part of Euston Road is one of a tree lined boulevard.

- 2.14 The residential character of the old Euston Square and Euston Road has long give way to commercial office building but the pair of Regency houses on the east side of the square are a survivor and evidence of the area's former domestic character.
- 2.15 The dip in the middle of Euston Square Gardens is a survivor from the subway beneath Euston Road that connected Euston Square Gardens to Endsleigh Gardens before Friends House was built in the 1920s.
- 2.16 To the south of Euston Road, and also to the east of the site, is the Bloomsbury Conservation Area. Its focus is around the planned grid of Georgian and Regency terraces and squares of Bloomsbury.
- 2.17 A clear hierarchy of streets is evident, the major through routes contrasting with the more secondary streets. The grid character extends across Euston Road to the area immediately surrounding the site, with Stephenson Way emerging as a quieter industrial character street following the creation of New Road as a by pass for Bloomsbury (now widened and named Euston Road).
- 2.18 Stephenson Way has a very different feel and character to that of Euston Road, with a narrow cobbled street and predominantly brick buildings. This street acts as a secondary frontage to the building which is noticeably quieter and used for servicing.
- 2.19 Many of the buildings date from the late 19<sup>th</sup> and early 20<sup>th</sup> century and are yellow stock brick built warehouse structures with large windows and a typically utilitarian architectural form.
- 2.20 The street eastern view along the street is terminated by the rear of the Royal College of General Practitioners building which, whilst in a relatively similar, simple architectural style is topped by a large Diocletian window in its gable.

## **210 Euston Road**

- 2.21 210 Euston Road sits approximately in the centre of a street block with its main front façade looking onto Euston Road, and the rear elevation facing Stephenson Way, flanked by 200 Euston Road to the west.
- 2.22 It rises to ground and six storeys on its fronts elevation with a further set back storey containing plant.
- 2.23 Built in the 1980s, the building undoubtedly has the aesthetic of that period with a style that combines large areas of tinted glazing with a heavy stone clad framework in grey and beige. Largely symmetrical, the front elevation has a central circular glazed feature between the 4<sup>th</sup> and 5<sup>th</sup> floors and a double height entrance opening.
- 2.24 The elevation to the rear of the building is made up of a series of set back and canted floors that mean only the first three floors are hard against the pavement edge of Stephenson Way. The building is clad in an eye-catching alternating coloured limestone which, again, belies a distinctly 1980s aesthetic.
- 2.25 The ground level is primarily for servicing the building and presents a blank and ‘back of house’ feel the street.



### **3 The heritage and townscape context of the site**

- 3.1 210 Euston Road is not statutory listed and does not lie within a conservation area. To the south of Euston Road, and also to the east of the site, is the Bloomsbury Conservation Area.
- 3.2 A number of listed and locally listed buildings and buildings with a positive contribution to architectural character are within streets immediately surrounding the site. To the east, 30 Euston Square (formerly 1-9 Melton Street), Beresford Tite, is listed Grade II\*. There is also a single former warehouse industrial building on the north side of Stephenson Way which is locally listed, and another on the corner of Upper Gower Street and Stephenson Way.
- 3.3 The wider area around Euston Road contains a number of historic buildings. St Pancras Church is an important Greek Revival church, listed Grade 1. Its west front is less conspicuous than when it was built (1819-22), facing the southern half of Euston Square, but the north side of the church is exposed to view on Euston Road and is a distinctive local landmark.
- 3.4 30 Euston Square (formerly 1 to 9 Melton Street) by Beresford Tite (1906-23) and the Euston Fire Station (LCC 19020 are listed Grade II\*. Drayton House, Friends Meeting House (1927), the Elizabeth Garrett Anderson Hospital (JM Brydon 1889-90), The Rocket public house (Shoebridge and Rising 1899) and The Place (formerly Drill Hall, by RW Edis 1888-89) are listed Grade II. Other historic buildings of note include the Welcome Trust original HQ buildings (1932) and 200 Euston Road – Bentley House (W Curtis Green 1937 and immediately adjacent to the site).
- 3.5 Endsleigh Gardens remains as a small green space outside Friend’s House and a connection through to Bloomsbury

- 3.6 A clear hierarchy of streets is evident, the major through routes contrasting with the more secondary streets. The grid character extends across Euston Road to the area immediately surrounding the site, with Stephenson Way emerging as a quieter industrial character street following the creation of New Road as a by-pass for Bloomsbury.
- 3.7 The townscape character of Stephenson Way is an example of the hierarchy of streets found throughout the area, having a much quieter almost mews-like feel, dominated by robust industrial buildings on a continuous line at the back edge of a narrow pavement.
- 3.8 Stephenson Way is L shaped with a visual termination at the base of the L at its eastern end. It is a 'discovered' townscape in the sense that it is not a heavily used through route and is not prominent within its wider setting. The site has a primary frontage onto Euston Road and a secondary frontage to Stephenson Way.
- 3.9 In terms of the proposals at 210 Euston Road, they will have to have regard for the setting of the adjacent conservation area and also the nearby listed and locally listed buildings.

## 4 The Proposals and their impact on townscape views

- 4.1 The proposals are described in more detail within the Design & Access Statement prepared by Tate Hindle and seek to respond to the pre-application feedback provided by Officers.
- 4.2 Much of the proposal relates to the refurbishment of the internal office space and a desire to considerably enhance the quality and nature of the accommodation. This would potentially include additional uses such as retail, gym and sandwich shop and the replacement of the existing basement car parking with a cycle store, shower facility and locker space.
- 4.3 The current plant floor at 7<sup>th</sup> floor is planned as a rebuilt floor containing office space, with a smaller set back footprint in an open louvre above. The new plant area shall be inset and partly concealed behind the 7<sup>th</sup> floor parapet to reduce its massing.
- 4.4 On the Euston Road frontage, it is proposed that the glass and frames of the windows will be replaced in a simpler style and new cladding in a Portland stone, or similar, to relate better to the adjoining building will be added.
- 4.5 The lack of active frontage to the ground level of the north elevation on Stephenson Way is also to be addressed by providing new ground floor façade with increased amount of light as well as an accessible entrance.
- 4.6 It is intended that the proposed alterations and additions will not change the hierarchy of this cluster of buildings (including its relationship to the nearby listed 30 Euston Square (formerly 1-9 Melton Street) but will considerably enhance its contribution to the street through the proposed improvements to its front elevation. The changes at ground and first floor level will give the building a more dignified and proportional elevation and there is an opportunity to introduce much higher quality materials to further enhance its presentation to the street.

- 4.7 This is similarly the case on Stephenson Way, where the proposed changes will only enhance the contribution that the building makes to the townscape and the its relationship to those buildings that have their primary entrance onto Stephenson Way.

**The townscape and visual impact of the proposed scheme**

- 4.8 The following section of the report analyses the impact of the proposed scheme by means of CGI views of the proposed development from a number of different viewpoints that were agreed with the Council in the course of the pre-application discussions. (The original view number is in brackets for each.)
- 4.9 The views are shown in a baseline condition, followed by an image showing the proposed development. A commentary on the existing and proposed townscape conditions is provided.
- 4.10 Large scale images are provided separately with the application; the images below are for reference only.

View One (2)

Baseline



- 4.11 View 1 is looking from the east along Euston Road. The view is dominated by the dual carriageway. In the centre to the left is Bentley House with its Portland stone lower floors and brick upper levels. No.210 Euston Road sits to the right. Both buildings are obscured by the mature trees that flank the road on its northern side. Bentley House lies within the Bloomsbury Conservation Area.
- 4.12 In the background the Euston Tower, further to the west, rises behind the buildings and trees.

## Proposed



- 4.13 The proposed alterations to No.210 Euston Road do not change the hierarchy of this cluster of buildings but re-front the building with more sympathetic materials and a more formal style, appropriate for the group.
- 4.14 The re-cladding of the first two floors will give the building a more dignified elevation and relate it better to Bentley House. The 'parapet' line of the neighbouring buildings to the east is reflected in the set back above the fifth floor as well as the architectural articulation of the elevation.
- 4.15 Overall the proposed changes will not fundamentally change the impact of the building on its immediate surroundings or the nearby conservation area other than in a positive way.

View Two (3)

Baseline



- 4.16 This view is taken from the intersection of Euston Road with North Gower Street. The foreground of the view is dominated by the dual carriageway and the entrance to the underpass can be seen to the left of the view. To the right, modern development over the Euston Square underground station rises in glass and steel.
- 4.17 The flank elevation of 210 Euston Road rises in the centre of the view, with the front elevation hidden behind the screen of mature trees that line the northern side of Euston Road. A gap in the trees reveals the front elevation of the UCL Farr Institute – to the west of No. 210 Euston Road. This is a particularly unremarkable post-war building that has had part of its front elevation glazed in an attempt to modernise its appearance – to little positive effect.

Proposed



- 4.18 The proposed view shows the re-modelled top-floors of No.210 Euston Road. Visually there is little change in the perception of mass, but the proposals give the building a finish that more effectively gives it a 'top'.
- 4.19 In this view the only other building within which No.210 is seen in context is the UCL Farr Building and their relationship remains unchanged.
- 4.20 Through the quality of materials and design the proposed alterations to No.210 Euston Road have a positive impact on this view.



View Three (5)

Baseline



- 4.21 View 4 is looking east along Stephenson Way. The view is dominated by the existing rear elevation of No.210 Euston Road, with its series of set backs and canted bays and the horizontal emphasis that the alternating bands of limestone cladding give to the elevation.

- 4.22 The character of the street, with its cobbled sets, is of a tight, narrow thoroughfare with warehouse/light industrial buildings and the view is terminated by the stock brick rear of the Grade II listed 30 Euston Square.

Proposed



- 4.23 Whilst this elevation remains largely un-changed at the upper levels with just a glimpsed view of the additional floor, the proposed re-activation at ground level will make a considerable enhancement to Stephenson Way and is an important improvement to the southern side of the street which will only contribute positively to the setting of the nearby locally listed building.

#### View Four (7)

##### Baseline



- 4.24 View 4 is looking from the east along Euston Road. The view is dominated by the dual carriageway. In the centre to the left is the Grade II\* listed 30 Euston Square (formerly 1-9 Melton Street). Appearing above the trees is the prominent top floor of Bentley House, immediately to the east of No. 210. No.210 Euston Road sits to the right, and is obscured by the mature trees that flank the road on its northern side, however the buildings rise up towards No.210.
- 4.25 In the background the Euston Tower, further to the west, rises behind the buildings and trees. To the south the tower of the University College London Hospital rises up behind the Wellcome Trust building.

Proposed (rendered)



Proposed (wireline)



- 4.26 These two images show that the proposed alterations to No.210 Euston Road are barely visible in this view and do not change the hierarchy of this cluster of buildings but re-front the building with more sympathetic materials and a more formal style, appropriate for the group.
- 4.27 Behind the tree cover, the top of Bentley House still appears to be the most prominent built form in the view.

- 4.28 Overall the proposed changes will not fundamentally change the impact of the building on its immediate surroundings or the nearby listed building and conservation area and the overall improved quality of materials and composition of the elevation will have a positive effect on the view.

### View Five (9)

#### Baseline



- 4.29 This view is taken further to the east on Euston Road, outside Friends House looking west. The foreground of the view is dominated by the dual carriageway with the Portland stone elevation of Friends House on the left. To the right are Euston Square Gardens and one of the Richard Seifert commercial towers built in the 1970s.
- 4.30 The Euston Tower rises in the centre of the view, above the line of mature street trees that flank the Euston Road and there is a glimpse of the Portland stone elevation of the listed 30 Euston Square (formerly 1-9 Melton Street) between the trees.
- 4.31 The tower of University College Hospital can be seen to the left in the distance, on the south side of Euston Road.
- 4.32 No.210 Euston Road is not visible behind the mature street trees.

Proposed



- 4.33 Due to the oblique view and the nature of the mature street trees No.210 Euston Road is not visible in this view and the proposed alterations will have no impact on the surrounding townscape from this position.

## View Six

### Baseline



- 4.34 This view is View 5A.2 within the London Views Management Framework from the Greenwich Park Wolfe Statue towards St Paul's Cathedral.
- 4.35 No.210 Euston Road sits, unseen, in the background to this view.



Proposed



4.36 This image demonstrates that the proposals will have no impact at all in this view.

## 5 The policy context

- 5.1 This section of the report briefly sets out the range of national and local policy and guidance relevant to the consideration of change in the historic built environment.

### Legislation

- 5.2 The legislation governing listed buildings and conservation areas is the Planning (Listed Building and Conservation Areas) Act 1990. Section 66 (1) of the Act requires decision makers to ‘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’ when determining applications which affect a listed building or its setting. Section 72(1) of the Act requires decision makers with respect to any buildings or other land in a conservation area to pay ‘special attention...to the desirability of preserving or enhancing the character or appearance of that area’.

### The National Planning Policy Framework

- 5.3 In March 2012, the Government published the new National Planning Policy Framework (NPPF). This is currently under review with a Draft Updated NPPF published in March 2018.
- 5.4 The NPPF says at Paragraph 128 that:
- In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 5.5 A description and analysis of the heritage significance of the area and its context is provided earlier in this report.
- 5.6 The NPPF also requires local planning authorities to ‘identify and assess the particular significance of any

heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal'.

5.7 At Paragraph 131, the NPPF says that:

In determining planning applications, local planning authorities should take account of:

- 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 vitality; and
- the desirability of new development making a positive contribution to local character and distinctiveness.

5.8 Paragraph 132 advises local planning authorities that 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting'.

5.9 The NPPF says at Paragraph 133 'Good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning.' Paragraph 133 says:

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.

- 5.10 Paragraph 134 says that ‘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.
- 5.11 Further advice within Section 12 of the NPPF urges local planning authorities to take into account the effect of an application on the significance of a non-designated heritage asset when determining the application. It says that ‘In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset’.
- 5.12 Paragraph 137 of the NPPF advises local planning authorities to ‘look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. 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’.
- 5.13 Paragraph 138 says that:

Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

**Local Policy: London Borough of Camden**

- 5.14 In terms of Camden’s Local Plan (adopted June 2017), Policy D1 relates to Design and D2 relates to Heritage.

**London View Management Framework (LVMF)**

- 5.15 The building sits in the background to View 5A.2 of the London Views Management Framework. This view is from Greenwich Park Wolfe Statue towards St Paul’s Cathedral.
- 5.16 The LVMF states that ‘the dome (above the peristyle) and the upper parts of the western towers of St Paul’s Cathedral are well defined against their background in this view. Development that exceeds the Wider Setting Consultation Area in the background of this view should preserve or enhance this level of definition.

## 6 Compliance with policy and guidance

- 6.1 This report has provided a description and analysis of the significance of the area and its heritage and townscape context, as required by Paragraph 128 of the National Planning Policy Framework. In addition, the report also describes how the proposed scheme will affect that heritage significance. The effect is positive, and for that reason, the scheme complies with policy and guidance.

### **The level of ‘harm’ caused by the proposed scheme**

- 6.2 As outlined in Section 5, the NPPF identifies two levels of potential ‘harm’ that might be caused to a heritage asset by a development: ‘substantial harm...or total loss of significance’ or ‘less than substantial’. Both levels of harm must be caused to a *designated* heritage asset – in this instance the Bloomsbury Conservation Area of the setting of nearby listed buildings.
- 6.3 Whilst the existing building is an inoffensive neighbour in its wider context it does not possess any heritage or townscape significance to any degree.
- 6.4 Externally, the proposed scheme has been carefully designed to respect the overall massing and bulk of the existing building. The proposed new front elevation will be in a simpler style and new cladding in a Portland stone, or similar, will relate better to the adjoining buildings.
- 6.5 The lack of active frontage to the ground level of the north elevation on Stephenson Way is also to be addressed by providing new ground floor façade with increased amount of light as well as an accessible entrance.
- 6.6 It is intended that the proposed alterations and additions will not change the hierarchy of this cluster of buildings (including its relationship to the nearby listed 30 Euston Square (formerly 1-9 Melton Street) but will considerably enhance its contribution to the street through the proposed improvements to its front elevation. The

changes at ground and first floor level will give the building a more dignified and proportional elevation and there is an opportunity to introduce much higher quality materials to further enhance its presentation to the street.

- 6.7 This is similarly the case on Stephenson Way, where the proposed changes will only enhance the contribution that the building makes to the townscape and the its relationship to those buildings that have their primary entrance onto Stephenson Way.
- 6.8 The proposed scheme therefore, in our considered view, preserves the special architectural and historic interest of the nearby listed buildings and the character and appearance of the Bloomsbury Conservation Area, and thus complies with s.66(1) and s.72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 6.9 The scheme will provide tangible other benefits, in particular raising the overall quality of accommodation, providing more legible entrances to the building – front and back and creating a more environmentally sustainable building - giving the building a sustainable future and use.

#### **The National Planning Policy Framework**

- 6.10 In respect of paragraph 131 of the NPPF, the proposed scheme can certainly be described as ‘making a positive contribution to local character and distinctiveness’. The proposals have taken their cue from the surrounding buildings.
- 6.11 The proposed scheme complies with paragraphs 133 and 134 of the NPPF. It does not lead to ‘substantial’ harm or even ‘less than substantial’ harm to the setting of the adjacent conservation areas as is demonstrated through the agreed views. The impact of the scale and proportion of the building as seen from all key views does not fundamentally alter that of the existing.
- 6.12 The interventions - individually and taken as a whole – help secure the ‘optimum viable use’ of the building. The

scheme very definitely strikes the balance suggested by Paragraph 134 of the NPPF.

- 6.13 In positively addressing the requirements of the National Planning Policy Framework, the works also meet the policy requirements of Camden's Local Plan.
- 6.14 In particular the proposals 'respect local context and character', preserve and enhance the historic environment and heritage assets in accordance with Policy D2, comprises details and materials that are of high quality and complement the local character and integrate well with the surrounding streets.
- 6.15 The proposals will have no impact on the qualities identified in View 5A.2 of the London Views Management Framework.
- 6.16 Overall the much-improved quality of the proposed new elevations will make a considerable enhancement to the building and therefore its contribution to the overall streetscene along this part of Euston Road. Further they will bot preserve and enhance the setting of the Bloomsbury Conservation Area and the nearby listed buildings.



# KMHeritage

72 Pymer's Mead  
London SE21 8NJ  
T: 020 8670 9057  
F: 0871 750 3557

[mail@kmheritage.com](mailto:mail@kmheritage.com)  
[www.kmheritage.com](http://www.kmheritage.com)

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