

Euston House, Eversholt Street

Camden, London

HERITAGE STATEMENT | DECEMBER 2021

On behalf of Arax Properties



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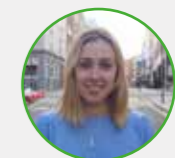
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Section 1

Introduction.

1 | Introduction

- 1.1 This Heritage Statement has been prepared on behalf of Arax Properties to assess the potential effects of the Proposed Developments on Euston House, Eversholt Street, Camden (henceforth 'the Site') and surrounding heritage assets.
- 1.2 The Site does not fall under any statutory heritage designations; however, it has been identified as a locally listed building by the London Borough of Camden and falls within the Wider Setting Consultation Area (WSCA) of the London View Management Framework (LVMF) Protected Vista from Assessment Point 6A.1 (Blackheath Point to St Paul's Cathedral)
- 1.3 The Site is located on the east side of Eversholt Street, east of the station, and includes a prominent 1930s office building erected for the London, Midland and Scottish Railway. In the immediate surroundings there is a mixture of building types, including several heritage assets as well as the substantial rail infrastructure of Euston Station.
- 1.4 A detailed desk-based assessment and fieldwork was initially conducted in early 2020. The site and surroundings have subsequently been visited in September 2021 and further desk-based research undertaken to prepare this Heritage Statement.
- 1.5 This report will:
 - Set out the relevant legislative and policy framework within which to understand the potential development of the Site;
 - Provide an analysis of the Site and surrounding area's historic development;
 - Describe the Site and identify relevant designated heritage assets;
 - Appraise the heritage significance of the Site and identify its contribution to the setting and significance of heritage assets; and
 - Assess the potential effects of the Proposed Development on the setting and significance of heritage assets.
- 1.6 This analysis is supported by the use of VU.CITY to assess the changes to the townscape as a result of the Proposed Development and contribute to the understanding of potential effects on the Site and surrounding heritage assets.



Figure 1.1 Site Location
Source: Google Maps

Section 2

**Planning, Legislation, Policy &
Guidance.**

2 Planning, Legislation, Policy & Guidance

Legislation

- 2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.
- 2.2 Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.

National Policy

National Planning Policy Framework (July 2021) (As amended)

- 2.3 In July 2018, the government published the updated National Planning Policy Framework ("NPPF"), which was again updated in February, June 2019 and July 2021. This maintains the focus on sustainable development that was established as the core of the previous, 2012, NPPF.
- 2.4 This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as 'constructive conservation': defined as 'a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment' (Constructive Conservation in Practice, Historic England, 2009).
- 2.5 Section 12, 'Achieving well-designed places', reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in paragraph 130, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).
- 2.6 The guidance contained within Section 16, 'Conserving and enhancing the historic environment', relates to the historic environment, and developments which may have an effect upon it.
- 2.7 Heritage Assets are defined in Annex 2 of the NPPF as: 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).' Listed buildings and Conservation Areas are both designated heritage assets.

- 2.8 'Significance' is defined as 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'
- 2.9 The 'Setting of a heritage asset' is defined as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'
- 2.10 Paragraph 194 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.
- 2.11 Paragraph 197 emphasises that 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.
- 2.12 Paragraph 199 states 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. It emphasises that the weight given to an asset's conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm

- amounts to substantial harm, total loss or less than substantial harm to its significance.
- 2.13 Paragraph 200 states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.
- 2.14 Paragraphs 201 and 202 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 201). Whereas, Paragraph 202 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.
- 2.15 Paragraph 203 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.16 Paragraph 206 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that preserve those elements of the setting that make a positive contribution to the asset or which better reveal its significance.

2 | Planning Legislation, Policy & Guidance

Regional Policy

The London Plan (2021)

2.17 Regional policy for the London area is defined by the London Plan. The New London Plan has now been adopted (March 2021) and deals with design in Chapter 3 Design, and heritage issues in Chapter 7 Heritage and Culture, covering policies HC1 – HC7, London’s Living Spaces and Places – Historic environment and landscapes. Relevant policies are identified below.

Design

2.18 Policy D3 ‘Optimising site capacity through the design-led approach’

This policy identifies a design-led approach as one which ‘optimises the capacity of sites’ while ‘ensuring that development is the most appropriate form and land use for the site’. This includes consideration of both the site’s context and capacity for growth. Higher densities are identified as suitable for well connected places in terms of transport infrastructure, as well as existing high density areas. Incremental densification should be encouraged elsewhere.

This policy identifies requirements for development, the most relevant to this assessment are included as follows:

2.19 ‘1) enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.’

2.20 ‘11) respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character.’

2.21 ‘12) be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan through appropriate construction methods and the use of attractive, robust materials which weather and mature well.’

Heritage and Culture

2.22 Policy HC1 ‘Heritage Conservation and Growth’ requires boroughs to develop evidence that demonstrates a clear understanding of London’s historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London’s heritage in regenerative change by:

- a. setting out a clear vision that recognises and embeds the role of heritage in place-making;
- b. utilising the heritage significance of a site or area in the planning and design process;
- c. integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place; and,
- d. delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.

2.23 2.24 Part C - E of Policy HC 1 state that: “Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process”.

2.24 Policy HC3 ‘Strategic and Local Views’ identifies a series of designated views of strategically-important landmarks to be protected. These Protected Vistas are made up of a Landmark Viewing Corridor and Wider Setting Consultation Area.

2.25 This policy identifies that ‘development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view’ and that ‘each element of the vista will require a level of management appropriate to its potential impact on the viewer’s ability to recognise and appreciate the Strategically-Important Landmark.’

2.26 Policy HC4 ‘London View Management Framework’ identifies the following as key considerations for protecting these designated views:

2.27 ‘Development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements. They should also preserve and, where possible, enhance viewers’ ability to recognise and to appreciate Strategically Important Landmarks in these views’.

2.28 ‘Development in the foreground, middle ground and background of a designated view should not be intrusive, unsightly or prominent to the detriment of the view.’

2.29 Relevant to this assessment where the Site is in the background of a Protected Vista and Wider Setting Consultation Area, the following are relevant considerations:

2.30 ‘development in the Wider Setting Consultation Area should form an attractive element in its own right and preserve or enhance the viewer’s ability to recognise and to appreciate the Strategically-Important Landmark. It should not cause a canyon effect around the Landmark Viewing Corridor.’

2.31 ‘development in the background should not harm the composition of the Protected Vistas, nor the viewer’s ability to recognise and appreciate the Strategically-Important Landmark, whether the development proposal falls inside the Wider Setting Consultation area or not.’

Local Policy

London Borough of Camden Local Plan, 2017

2.32 The London Borough of Camden’s Local Plan was adopted by the Council on 3 July 2017. Along with the Local Plan, Supplementary Planning Documents (SPDs) also form a key part of LB Camden’s Local Development Framework.

2.33 Relevant heritage policies contained within Local Development Plan documents are as follows:

- Policy D1 Design part (q)
- Policy D2 Heritage.

2.34 Policy D1 ‘Design’ requires high quality design that, relevant to this assessment:

- ‘respects local context and character’;
- ‘preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage’;
- ‘comprises details and materials that are of high quality and complement the local character’;
- ‘preserves strategic and local views’.

2.35 Policy D2 Heritage states that ‘The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets’.

Regarding Conservation Areas, the Council will:

- ‘require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area’;
- resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a Conservation Area;
- resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and
- preserve trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden’s architectural heritage.’

The Council also will also ‘resist development that would cause harm to significance of a listed building through an effect on its setting

2 | Planning Legislation, Policy & Guidance

National and Regional Planning Guidance

National Design Guide (2021)

- 2.36 In September 2019, the Ministry of Housing, Communities and Local Government (MHCLG) produced a National Design Guide illustrating how well-designed places that are beautiful, enduring and successful can be achieved in practice. It was updated in 2021 and forms part of the Government's collection of planning practice guidance.
- 2.37 The Guide recognises that well-designed places have individual characteristics which work together to create its physical Character. It introduces 10 specific characteristics that would need to be considered when considering new development. These are:
- Context - enhances the surroundings which should: understand and relate well to the site, its local and wider context (C1) & value heritage, local history and culture (C2).
 - Identity - attractive and distinctive and designed to: respond to existing local character and identity (I1), be well-designed, high quality and attractive places and buildings (I2) & create character and identity (I3).
 - Built form - a coherent form of development which includes: a compact form of development (B1), appropriate building types and forms (B) & creates destinations (B3).
 - Movement - accessible and easy to move around, comprising: a connected network of routes for all modes of transport (M1), active travel (M2) & well-considered parking, servicing and utilities infrastructure for all users (M3).
 - Nature - enhanced and optimised to: provide a network of high quality, green open spaces with a variety of landscapes and activities, including play (N1), improve and enhance water management (N2) & support rich and varied biodiversity (N3).
 - Public spaces - safe, social and inclusive which: create well-located, high quality and attractive public spaces (P1), provide well-designed spaces that are safe (P2) & make sure public spaces support social interaction (P3).

- Uses - mixed and integrated comprising: a mix of uses (U1), a mix of home tenures, types and sizes (U2) and socially inclusive uses (U3).
- Homes and buildings - functional, healthy and sustainable by providing: a healthy, comfortable and safe internal and external environment (H1), well-related to external amenity and public spaces (H2) & attention to detail with storage, waste, servicing and utilities (H3)
- Resources - efficient and resilient by ensuring that they: follow the energy hierarchy (R1), include careful selection of materials and construction techniques (R2) & maximise resilience (R3).
- Lifespan - made to last by being: well-managed and maintained (L1), adaptable to changing needs and evolving technologies (L2) and with a sense of ownership (L3).

- 2.38 MHCLG recently published the National Model Design Code (2021) which sets out detailed standards for successful design, drawing from the findings of the Building Better, Building Beautiful Commission.
- 2.39 The Guide acknowledges that quality design does not look the same across different areas of the country, for instance, that by definition local vernacular differs. MHCLG, therefore, expects that local planning authorities develop their own design codes or guides, taking into consideration the National Model Design Code. These would be expected to set clear parameters for what good quality design looks like in their area, following appropriate local consultation.
- 2.40 This supports Paragraph 134 of the National Planning Policy Framework, which requires that "development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design".

Planning Practice Guidance ("PPG") (Department for Communities and Local Government, last updated June 2021)

- 2.41 The guidance on 'Conserving and enhancing the historic environment' in the PPG supports the NPPF. Paragraph 002 states that conservation is an active process of maintenance and managing change that

requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.

- 2.42 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic:

archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

- 2.43 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

- 2.44 Paragraph 018 explains that where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the NPPF apply. Whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the NPPF. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed

building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.

- 2.45 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.

- 2.46 The PPG also provides clear guidance in paragraph 020 on the meaning of 'public benefits', particularly in relation to historic environment policy, including paragraphs 193 to 196 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

London View Management Framework Supplementary Planning Guidance (2012)

- 2.47 This guidance was prepared by the Greater London Authority and identified Designated Views throughout London to inform their ongoing protection and management. It has been referred to in the consideration of the Site's location within the wider setting area of the Protected Vista from Assessment Point 6A.1 (Blackheath Point to St Paul's Cathedral).

2 | Planning Legislation, Policy & Guidance

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Camden Planning Guidance

Design Supplementary Planning Document (January 2021)

2.48 This document supports the requirements for high-quality design set out in Camden's Local Plan and the NPPF.

2.49 It states that 'Camden is committed to excellence in design and schemes should consider:

- The context of a development and its surrounding area;
- The design of the building itself;
- The use and function of buildings;
- Using good quality sustainable materials;
- Creating well connected public spaces and good quality public realm;
- Opportunities for promoting health and well-being
- Opportunities for improving the character and quality of an area.' (p.6)

2.50 This guidance sets out in detail the principles for 'design excellence' in Camden.

2.51 Regarding heritage, this guidance states that: 'The Council will make a balanced judgment having regard to the scale of any harm or loss and the significance of the asset/s affected.' Taking into account:

- 'The desirability of sustaining and enhancing the significance of any heritage asset/s and putting them to viable uses consistent with their conservation;
- The positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality and health and wellbeing;
- The desirability of new development that affects heritage assets to preserve and enhance local character and distinctiveness.' (p.18)

2.52 This is in line with Camden's Policies D1 & D2.

Bloomsbury Conservation Area Appraisal and Management Strategy

2.53 Bloomsbury Conservation Area Appraisal and Management Strategy (2011) has also been referred to in order to inform the understanding of the surroundings of the Site.

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

The Euston Area

- 3.1 The Euston area was historically part of the Manor of Tottenhall and thereafter the Southampton Estate. It takes its name from the Dukes of Grafton whose family seat is at Euston Hall. The 2nd Duke of Grafton was allowed to build the New Road (now Euston Road) through what was then agricultural land, following a 1756 Act of Parliament. Its original intention was to relieve heavily congested traffic along Oxford Road and Holborn and allow the driving of cattle to market at Smithfield. The road soon began to facilitate further development north of the established London conurbation, which accelerated in the late 18th and early 19th centuries.
- 3.2 The Somers Town area, largely to the east and north of Euston, was built on an estate formerly belonging to the Charterhouse. Having passed through a number of land owners, in 1694 it was purchased by Charles Cocks of the Middle Temple who married Mary, sister of Lord Chancellor Somers. Their grandson, Sir Charles Cocks was created Baron Somers of Evesham in 1784, and the land was referred to as Somers Town thereafter. Somers Town was originally within the medieval Parish of St Pancras, Middlesex, which in 1900 became the Metropolitan Borough of St Pancras, and later the London Borough of Camden in 1965.
- 3.3 To the west, the New Road also supported the development of John Nash's Regent's Park. As the Architect to the Department of Woods and Forests, Nash was commissioned to develop a new plan for the park and immediate surrounding area that would be the northern culmination of Nash's plan of the West End. Regent's Canal established its north boundary. To the south, the area was developed as a grid of terraced streets.
- 3.4 The northern part of Euston Square was laid out in c1811 and built within 5 years, immediately to the north of the New Road. A grid of streets were also laid out to its north at this time, set between Somers Town in the east and Hampstead Road further west. The southern part of the square remained undeveloped and was still being used as a nursery garden at this time. St Pancras New Church was built at its east end between 1819 and 1822, with enclosure of the southern part of the square following and completed by the late 1820s.

- 3.5 Perhaps most dramatic intervention in the area came in the mid 1830s, with the development of the London & Birmingham Railway Company's railway line into London with a terminus at Euston. Existing development north of Euston Square was demolished at this time to make way for the railway development. Three mainline stations were constructed within close proximity; Euston (opened 1837), St Pancras (1868), and Kings Cross (1852). Development in the surrounding area was heavily influenced by the arrival of this railway infrastructure and a number of existing terraces demolished to make way for it.
- 3.6 The area suffered extensive bomb damage during the second world war and slum clearance prompted an ambitious postwar programme of redevelopment by the Borough of St Pancras. The Regent's Park Estate was the largest of these, as well as redevelopment around Cumberland Market and southwards towards Euston Road in the 1950s. Euston Station was redeveloped in the 1960s as part of the electrification of the rail network.
- 3.7 In the latter part of the 20th century, between 1970 and 1990, the historic street pattern to the east of Euston and surrounding Eversholt Street (formerly known as Seymour Road) saw significant redevelopment as part of the new housing development here. This included shortening Lancing Street, renaming Drummond Street to Doric Way (a reference to the Doric arch that once marked the historic entrance to Euston) and demolishing St Pancras Church hall (former St Pancras School) and surrounding terraces behind Euston House.



Figure 3.1 Horwood Map, 1799, showing approximate location of the Site.



Figure 3.2 OS Mapping 1870
Source: Groundsure



Figure 3.3 OS Mapping 1896
Source: Groundsure



Figure 3.4 OS Mapping 1916
Source: Groundsure



Figure 3.5 OS Mapping 1951-1952
Source: Groundsure



Figure 3.6 OS Mapping 1965-1970
Source: Groundsure



Figure 3.7 OS Mapping 1991-1993
Source: Groundsure

3 | Historic Development of the Site and Surroundings

London Midland and Scottish Railway

- 3.8 London Midland and Scottish Railway (LMS) was created in 1923 as a result of the 1921 Railways Act and amalgamated various railway companies into one body, including the London and North Western Railway which had operated out of Euston prior to LMS (connecting it principally with Birmingham and Manchester).
- 3.9 It managed a total mileage of 7,331 created by merging the smaller railway companies and was active until 1948 when the railways were nationalised.
- 3.10 There are references to internal conflicts within LMS until 1933 when a new Chief Mechanical Engineer, William Stanier, started. It is not known whether this has a connection to the conception and development of Euston House, however as Euston House began construction in 1933, it may be linked to the new direction of William Stanier.

The Site

- 3.11 The Site remained largely undeveloped until the early nineteenth century when terraced houses were constructed on Eversholt Street as illustrated on OS mapping. Thereafter, at the end of the 19th century, the City and South London Railway constructed an entrance to Euston Underground Station on the north west corner of the Site, appearing first on the Third Edition of the Ordnance Survey in 1916.
- 3.12 This entrance to the Underground remained until 1933, when it was demolished as part of a wider site clearance to make way for the construction of Euston House. The new building was designed by Albert Victor Heal and William Henry Hamlyn and constructed between 1933 and 1934. Commonly for an office building of the 1930s, it was constructed with a steel frame, and clad in brick and stone with Art Deco influenced elements.
- 3.13 Euston House was built as the headquarters of the London, Midland and Scottish railway (LMSR) and was intended to provide office accommodation for 1,300 people across its nine floors. The building was opened by Hon. Oliver Stanley, Minister for Transport, on 12th February 1934.



Figure 3.8 Euston Underground Railway entrance, c1920, at the corner of Eversholt Street and Doric Way.

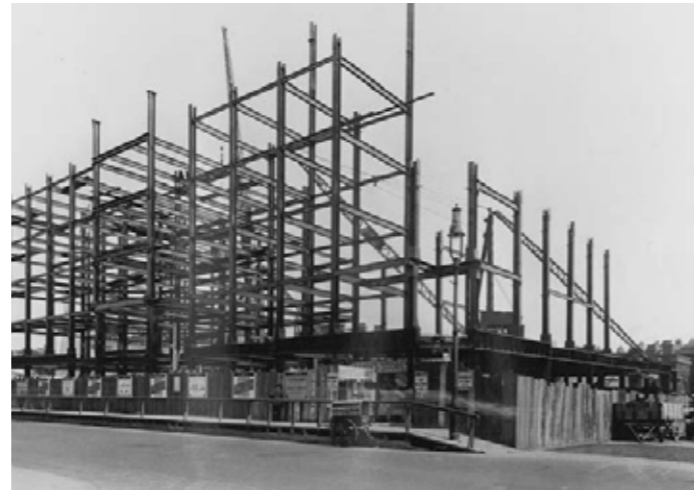


Figure 3.9 Euston House under construction, 1933-34



Figure 3.10 Euston House under construction, 1933-34



Figure 3.11 Euston House under construction, 1933-34



Figure 3.12 Looking east across the since demolished north side of Euston Square in the late 1930s, Euston House having been recently completed.



Figure 3.13 Euston Station, in an aerial view looking north, prior to the 1960s redevelopment.

EUSTON HOUSE, EVERSOLT STREET,



Figure 3.14 Looking east towards Euston House across Euston Piazza in the 1960s, during construction of the Seifert office development



Figure 3.15 Looking east towards Euston House in 1968, seen beyond the then new entrance to Euston Station.

3 | Historic Development of the Site and Surroundings



Figure 3.16 Unrealised alternative design of the Eversholt Street elevation.

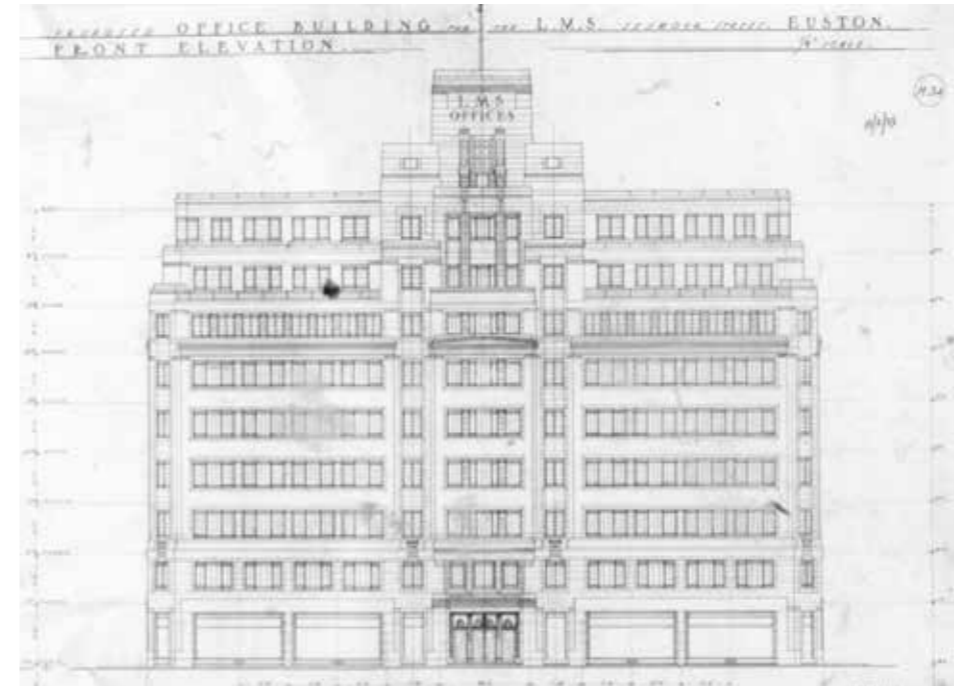


Figure 3.18 Front elevation of Euston House, as built.



Figure 3.17 Unrealised alternative design of the Eversholt Street elevation.

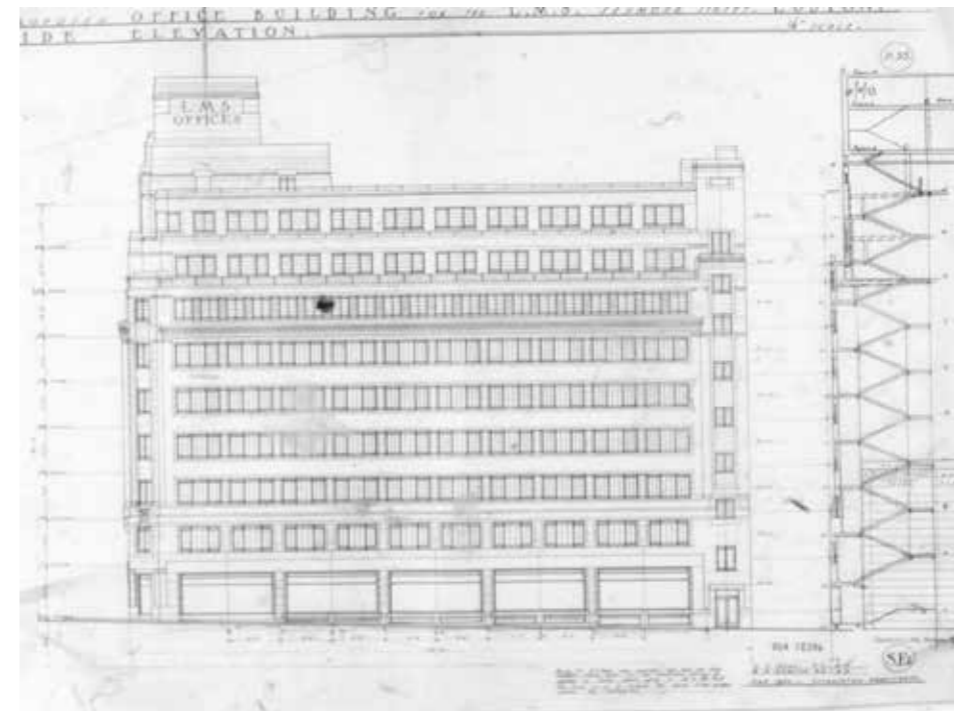


Figure 3.19 South elevation of Euston House, as built.

Section 4

**Site Description, Identification of
Assets and Significance.**

4 | Site Description, Identification of Assets and Significance

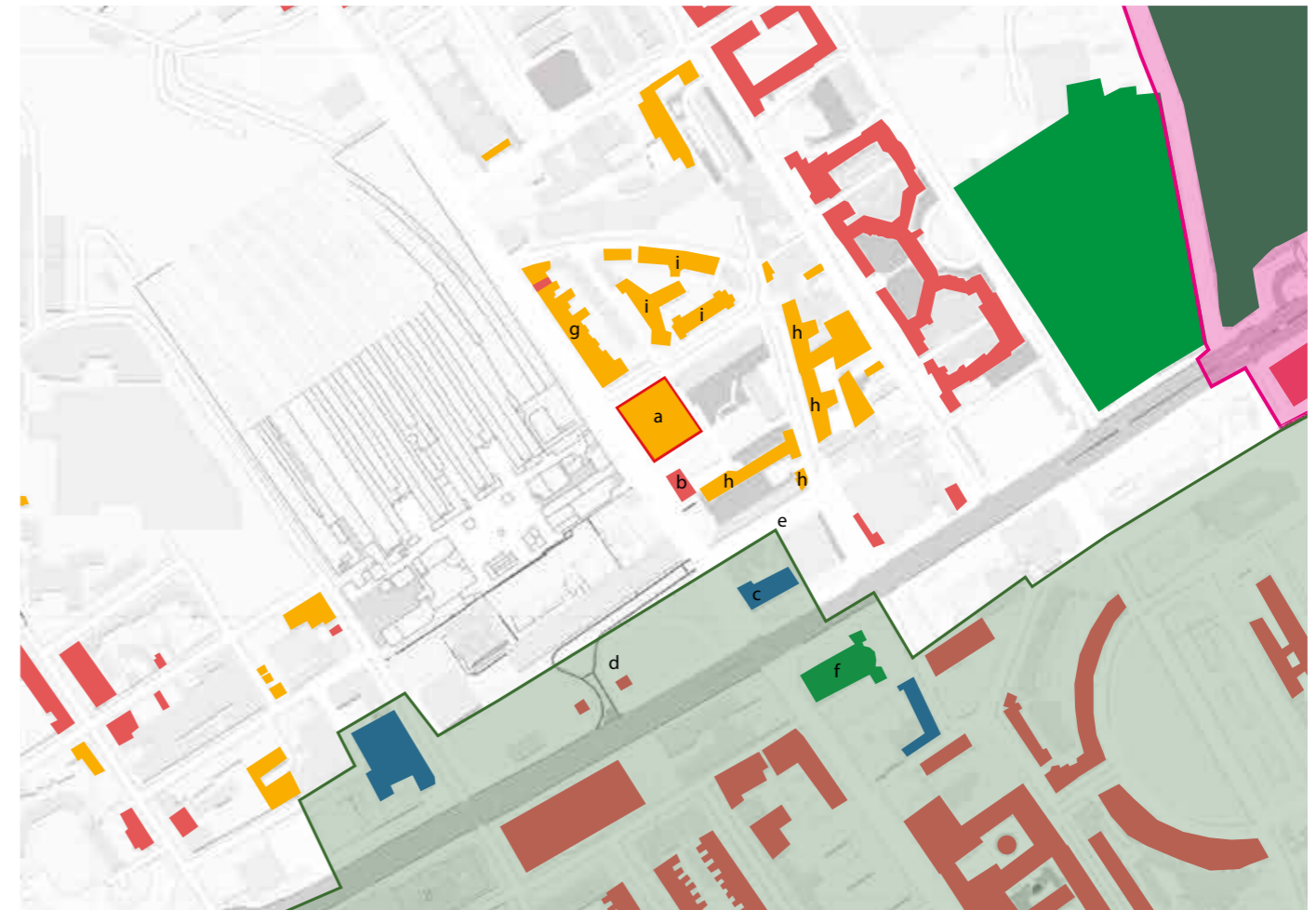
Scope of Assessment

- 4.1 For a proportionate assessment given the minor nature of alterations and the high amount of heritage assets in the vicinity, these heritage assets identified for assessment are within a roughly 200m of the Site only. The following heritage assets have been identified:
- Euston House (locally listed) (the Site)
 - Royal George Public House (Grade II)
 - Euston Fire Station (Grade II*)
 - Euston Square and associated heritage assets (Grade II listed lodges, Grade II* war memorial and locally listed Nos.70-71 Euston Square)
 - Bloomsbury Conservation Area (specifically the Euston Road Character Area)
 - St Pancras Church (Grade I)
 - Grouping at Nos.34-70 Eversholt Street (No.68 Grade II listed and the remainder locally listed)
 - Wellesley House, Seymour House, Winsham House and Grafton Chambers (locally listed)
 - St Mary's, St Anne's and St Joseph's flats (locally listed)
- 4.2 This assessment will consider the potential effects of the proposed development on the locally listed Euston House as well as the setting of the heritage assets in the surroundings.
- 4.3 For proportionality with the nature of the proposals and in line with NPPF para.194, the effects on the settings of the surrounding heritage assets will be grouped, unless specific effects are identified otherwise.

Assessment Methodology

- 4.4 The assessment methodology used here for assessing the significance of the identified heritage assets and their settings is as set out in Annex 2 of the National Planning Policy Framework. This proposes the use of three heritage interests – historical, archaeological, and architectural and artistic – in assessing what makes a place and its wider context special. The definitions for these interests are included in the online Planning Practice Guidance:

- Archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
 - Architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
 - Historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.
- 4.5 These interests are also used in the November 2017 consultation draft of Historic England's best-practice guidance document, Conservation Principles. They replace the heritage values – evidential [now archaeological], historical, aesthetic [now architectural and artistic], and communal [now part of historical] – set out in the previous, 2008 version.
- 4.6 The level of value is assessed using five criteria: high, medium, low, neutral, and negative.
- 1. High – the element is critical to understanding of significance.
 - 2. Medium – the element is important to understanding of significance.
 - 3. Low – the element makes some limited contribution to understanding of significance.
 - 4. Neutral – the element is not negative, and could be enhanced to make a positive impact of the understanding of significance.
 - 5. Negative – the element is harmful or intrusive and detracts from the understanding of significance.



- Site
- Locally Listed
- Grade II Listed
- Grade II* Listed
- Grade I Listed
- Bloomsbury Conservation Area
- Kings Cross Conservation Area

4 | Site Description, Identification of Assets and Significance

Euston House (locally listed)

- 4.7 Euston House was built in 1934 for the London, Midland and Scottish Railway (LMS) to the designs A.V. Neal and William Hamlyn. Hamlyn was LMS's Chief Architect, and he also designed unrealised plans for the redevelopment of Euston Station later in the 1930s. These were curtailed by the onset of war.
- 4.8 Euston House is of nine storeys in total, with two attic storeys set back from the principal parapet line at seven storeys. It stands directly on the street-line and occupies the whole of the frontage on Eversholt Street between Doric Way and Lancing Street. It is a monumental building of brick and Portland stone, designed symmetrically around a central tower element, which is orientated to face west towards Euston Station.
- 4.9 Camden's local listing description of the building identifies it as a "bold and well-articulated art deco building which forms a landmark because of its scale and materials" and also hints that the building is of some historic interest in that it illustrates how Hamlyn might have redeveloped Euston Station had his plans not been interrupted.
- 4.10 The limited significance of Euston House as a non-designated heritage asset, however, is not universally accepted. Pevsner & Cherry, in *The Buildings of England, London: North*, for example, describe it as "pompous" and "quite uncommonly bad", an assessment that points towards some of the architectural and urban design weaknesses of the building. These include an incompletely realised amalgam of neo-classical and modernist art-deco, a somewhat unconvincing elevational hierarchy, and a limited quality of detailing that is exceeded in the best interwar commercial buildings. While there is some articulation, particularly in the Eversholt Street elevation, and the building includes canted corners, for example, these provide only limited relief from relentlessly repeated horizontal window bays, especially on the Doric Way and Lancing Street elevations.
- 4.11 The rear of the building faces onto the garden and play spaces of social housing off Churchway to the east. The central part of this east elevation is fenestrated in a much simpler way than the principal elevations of the building, but the nine storey high, blank, stock-brick flank walls are a townscape element which are domineering in views from the



Figure 4.1 Euston House from Eversholt Street

garden itself, from Doric Way and from Churchway. The ground floor of the building is fenestrated but lacks animation and activity given its use and small size and infrequent doorways. While the roofscape is somewhat cluttered with modern additions of plant, the visibility of this is generally limited from publicly accessible vantage points due to the scale and massing of the building, however some unscreened plant is visible on the approach from the north.

- 4.12 Overall, it is of **low** significance due to its local landmark quality and historic association with LMS, Euston Station and Hamlyn.



Figure 4.3 South elevation to Lancing Street



Figure 4.2 Ground Floor detail



Figure 4.4 Detail of west elevation

4 | Site Description, Identification of Assets and Significance

Heritage Assets in the surrounding area

The Royal George Public House (Grade II)

- 4.13 The Royal George was completed in 1940 to the designs of A.E. Sewell, the architects of the Truman, Hanbury and Buxton Brewery. It is in stock brick with artificial stone facings at ground and second floors. The significance of the pub derives from its 'moderne' aesthetic, its surviving internal details and its historic connection to the Truman, Hanbury & Buxton Brewery. It is of **medium** significance.
- 4.14 The existing setting of the pub is made up principally of large commercial buildings, including the 8 storey Travelodge hotel, which forms part of the urban block to the immediate south, and Euston House itself to the north, on the opposite side of Lancing Street. With the exception of Euston House, the listed pub lost most of its original immediate setting on Eversholt Street owing to the redevelopment of Euston Station in the 1960s. There is a limited historical connection between Euston House and the pub, both having been erected in the interwar period, but a major scalar difference between them. Beyond this loose connection, surrounding commercial development does not contribute in any material way to the significance of the public house or an appreciation of that significance in views experienced on Eversholt Street. The listed pub does not directly face onto Euston Square Gardens, the only nearby open space in the area.

Euston Fire Station (Grade II*)

- 4.15 Euston Fire Station, including its boundary walls, gatepiers and railings, was built at the beginning of the Edwardian period in a playful Arts & Crafts style, though altered and extended in c1920 and altered again later in the 20th century. Its architect was H.F. Cooper of the Fire Brigade Branch of the London County Council Architects' Department. The building is of red brick with Portland stone dressings, including Portland stone ashlar facing at ground and third floors, and slate roofs. It includes asymmetrical façades, irregular height and massing, projecting square and canted bays, and oriel windows. The Grade II* listing of the building illustrates its high architectural and historic interest, with its significance derived principally from its distinctive form, Arts and Crafts detailing, and coherent perimeter design. Overall, it is of **high** significance.

- 4.16 In setting terms, its principal designed relationship is with the junction of Euston Road and Eversholt Street and with Euston Square Gardens, which its secondary west elevation faces directly. This prominent corner location, contributes to the appreciation of the significance of the listed building. Euston House is located two urban blocks further north, with only an oblique visual connection with the listed building in longer views from the south making its contribution to setting limited. Euston Fire Station is located in the northern most part of the Bloomsbury Conservation Area.

Euston Square Gardens - and associated heritage assets

- 4.17 Opposite the fire station to the west is Euston Square Gardens, the remaining part of the early 19th century Euston Square, its southern most part having been controversially built over in the 1920s and 30s. This interwar redevelopment led to the passing of the London Squares Preservation Act in 1931, which in turn protects the remaining northern part of the square.
- 4.18 The significance of the Gardens, part of the Euston Road Character Area within the Bloomsbury Conservation Area, arises from their value as an open space populated by trees and surrounded by railings, as well as their retention of some of the original entry sequence elements associated with the 19th century Euston Station, largely demolished in the 1960s. This includes the Euston Grove north-south axis through the gardens with associated lodges (listed at Grade II) and war memorial (Grade II*). The significance of the gardens and their built elements has, since the latter part of the 20th century, been damaged by the bus station use, with vehicles stranding the war memorial on a traffic island, for example. Euston Square Gardens are currently being used for construction activities associated with HS2 and the new Euston Station.
- 4.19 Nos.70-71 Euston Square are the last remaining pair of original houses on the square, located on its east side adjacent to Euston Fire Station. They are locally listed and identified as making a positive contribution to the character and appearance of the Bloomsbury conservation area.
- 4.20 Overall, this grouping is of **medium** significance with its significance and setting heavily affected by the modern Euston Station. Euston House does not contribute to setting as a small, later element in a much wider townscape surrounding the square.



Figure 4.5 The Royal George, Eversholt Street



Figure 4.6 The Euston Fire Station, Euston Road



Figure 4.7 Euston Square Gardens, seen from Euston Road



Figure 4.8 Nos. 70-71 Euston Square Gardens

4 | Site Description, Identification of Assets and Significance

The Bloomsbury Conservation Area – and associated heritage assets

- 4.21 The Euston Road Character Area of the Bloomsbury Conservation Area is located just south of Euston House. It includes Euston Fire Station and Euston Square Gardens and its associated heritage assets, considered separately above. The significance of the conservation area derives from it being an internationally significant example of late 18th and early 19th century town planning, illustrated principally in the core of the conservation area further south.
- 4.22 The conservation area steps out across Euston Road, either side of Euston Square Gardens, to incorporate significant buildings including Euston Station and St Pancras Church (listed at Grade I) on its east side. Views of the church, a landmark within the conservation area, are considered significant. While the best of these are from Euston Road, there are views looking north on Woburn Place which include St Pancras Church with the existing building obscured in the background behind Euston Fire Station and other townscape elements. Overall it is of **medium-high** significance.
- 4.23 Its setting to the north has been eroded by the modern replacement of Euston Station. Sporadic tall buildings are established in this setting. Euston House is largely screened by intervening development of a similar scale and does not contribute to setting.

34-70 Eversholt Street (locally listed with Grade II listed 64 Eversholt Street within the grouping)

- 4.24 To the north of Euston House, beyond Doric Way, 34-70 Eversholt Street is a long terrace of three storey early 19th century houses above shops (Nos. 34-70 Eversholt Street), which are locally listed with the exception of No. 64, which is listed at Grade II. This long and repetitive terrace, with windows recessed within round arches at first floor level, is an important part of the collective townscape identity of Eversholt Street in views looking south towards the much larger Euston House. No.64 is statutorily listed as it is the only building within the terrace which retains its original shop front. The terrace is included on the local list owing to its local architectural and townscape significance and therefore is of **low-medium** significance overall.
- 4.25 Its immediate setting, however, has been substantially eroded by modern development including of Euston Station. While Euston House is a later remnant of

the historic townscape, its contribution is somewhat limited due to its scale and massing.

Wellesley House, Seymour House, Winsham House and Grafton Chambers, Churchway (locally listed)

- 4.26 To the south and east of Euston House, but largely set behind intervening townscape elements, are late 19th and early 20th century housing blocks built for the L.C.C. by E.H. Parkes. Designed in an Arts and Crafts style, they are noted to form a 'good townscape group' particularly onto Churchway, and in combination with Grafton Chambers, built in 1927. The buildings were placed on the local list by Camden owing to their local architectural, historical and townscape significance, as well as their social interest as early public housing designed to improve living conditions in the Somers Town area. Overall, they are of **low** significance.
- 4.27 In terms of setting, the St Pancras Housing Association flats (below) contribute to the immediate setting of Wellesley House and associated buildings as contemporary housing developments. However, their wider setting has been substantially eroded by modern housing development including tall buildings. While Euston House is relatively contemporary, it lacks historic association with these buildings and, in townscape terms, presents a functional, inactive facade to these buildings.

St Mary's, St Anne's and St Joseph's flats, Doric Way and Drummond Crescent (locally listed)

- 4.28 To the north and east of Euston House on Doric Way, these locally listed buildings are social housing estate developed by St Pancras Housing Association in the 1930s. Camden's local listing description notes their varying dates (St Mary's - 1930, St Ann's - 1935 and St Joseph's - 1936) and states that their architectural quality is significant, owing especially to sculpture and ceramic decoration by Gilbert Bayes. The estate is included on Camden's local list owing to its local architectural and townscape significance. Overall, they are of **low** significance.
- 4.29 While Wellesley House and associated buildings contribute to the immediate setting of these St Pancras Association buildings as contemporary housing developments, their wider setting has also been substantially eroded by modern housing development including tall buildings. While Euston House is relatively contemporary, its contribution is also somewhat limited due to their lack of historic association and contrasting forms and functions.



Figure 4.9 St Pancras Church, Woburn Place



Figure 4.10 34-70 Eversholt Street



Figure 4.11 Seymour House and Wellesley House, with Grafton Chambers behind, on Churchway



Figure 4.12 The St Pancras Housing Association Estate, Doric Way

4 | Site Description, Identification of Assets and Significance

Local Townscape Views

4.30 A selection of local views have been considered from the surroundings of the Site in order to support the assessment of potential effects. The view locations reflect the limited visibility of Euston House within its densely developed surroundings, particularly the rear and roof elements which are affected by the proposed development.

4.31 The views identified are as follows:

View 1: From Eversholt Street, looking south-east;

View 2: From Doric Way, looking south-west;

View 3: From Churchway, looking west;

View 4: From Churchway, looking north-west;

View 5: From Woburn Place, looking north

4.32 For a proportionate assessment, a full visual assessment of each view was not deemed necessary, but these views have been used to support the assessment of potential effects to the locally listed Euston House and settings of surrounding heritage assets.

4.33 These views have been modelled in VU CITY software using the model of the proposed development provided by the architects, Apt.

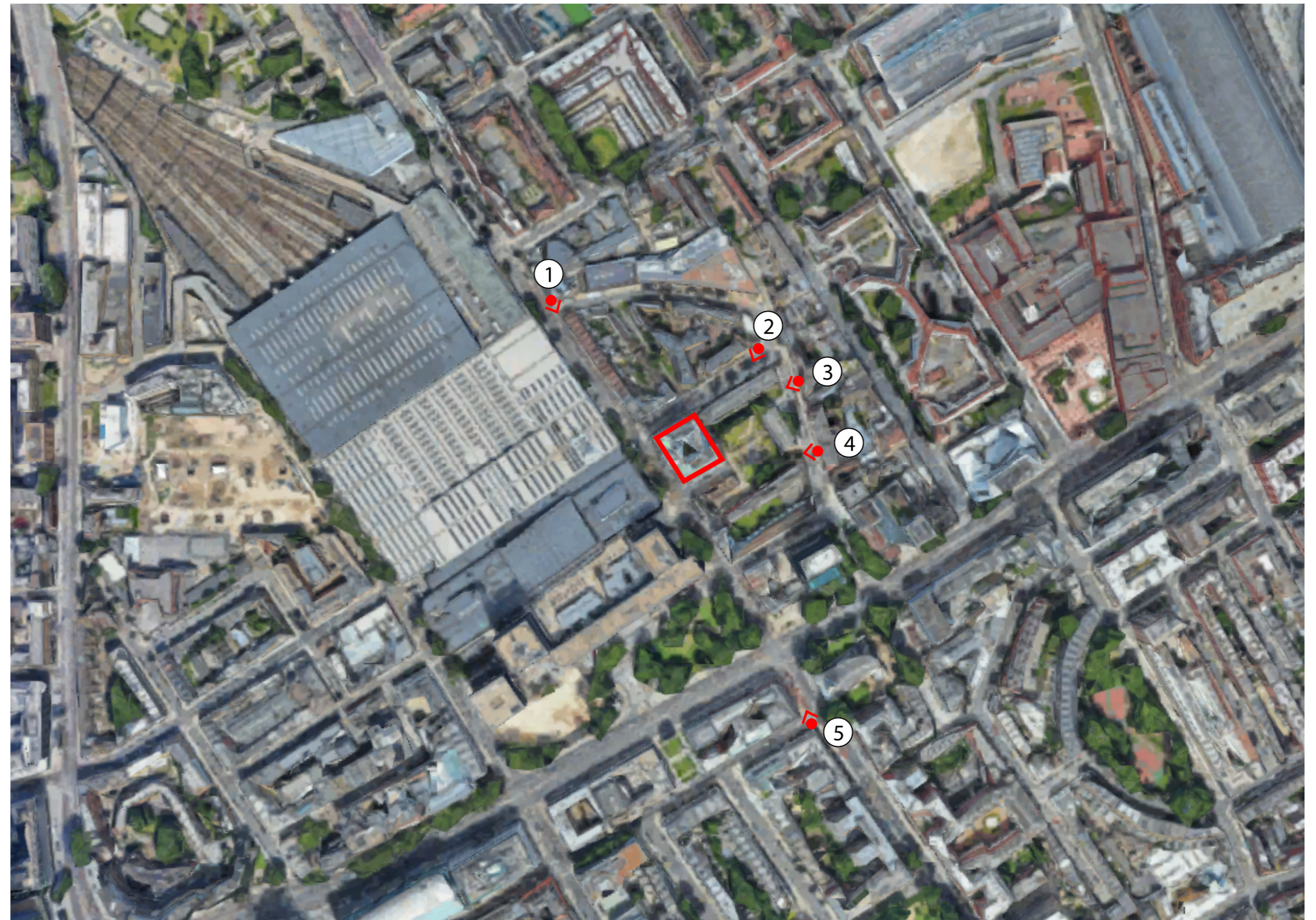


Figure 4.13 Viewpoint Location Map

Section 5

Assessment of Impact.

5 | Assessment of Impact

Proposed Development

- 5.1 The proposal comprises the following elements relevant to this assessment:
- Addition of a roof over the existing lightwell to create an atrium, as well as an external roof terrace and removal/rationalisation of roof plant.
 - Two storey extension to the eastern section (rear) to match the prevailing height of northern and southern sections and addition of balconies within the inset of the Eastern facade, aligning with the existing flank walls. The form of these balconies draws from the linearity of the existing arrangement of rear windows, but re-interprets it with glazing and balconies
 - New entrance created for cyclists on Lancing Street (south elevation)

Assessment of Impact

The Site

- 5.2 The proposed development includes a small extension to the rear and roof, including covering the existing lightwell. Given that the rear elevation is functional, without the art deco features and proportions of the rest of the building, and the roof is currently cluttered with plant, there is an opportunity for enhancement at these parts of the building.
- 5.3 These would be a slight increase to the massing of the building as a result of the extensions, however are considered to be minimal when considered in the context of the scale and massing of this building as a whole, already recognised as a local landmark. The additions would therefore be consistent with the existing massing of the building and would allow for the rationalisation of the functional rear facade by removing the clutter created by existing plant and harmonising the heights of the rear elements. The two storey extension would align more closely with the heights of the side elements (north and south elevations) and therefore would create a clear 'body' and 'crown' to building, as already appears at the front elevation. The prominence of 'tower' feature on the front elevation would be maintained as the proposed roof extension would remain below its overall height and set back from the facade.
- 5.4 While not publicly visible, the removal of the roof and plant within the lightwell (at first floor level) and

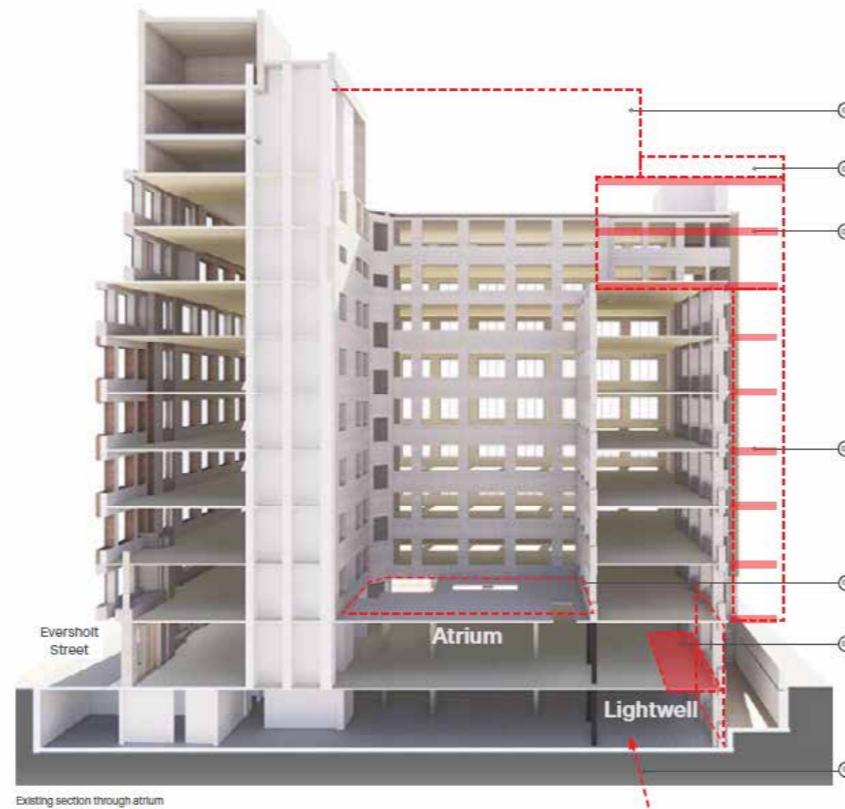


Figure 5.1 Extract of proposed development from the DAS by Apt



Figure 5.2 Extract of proposed development from the DAS by Apt



Figure 5.3 Extract of proposed development from the DAS by Apt

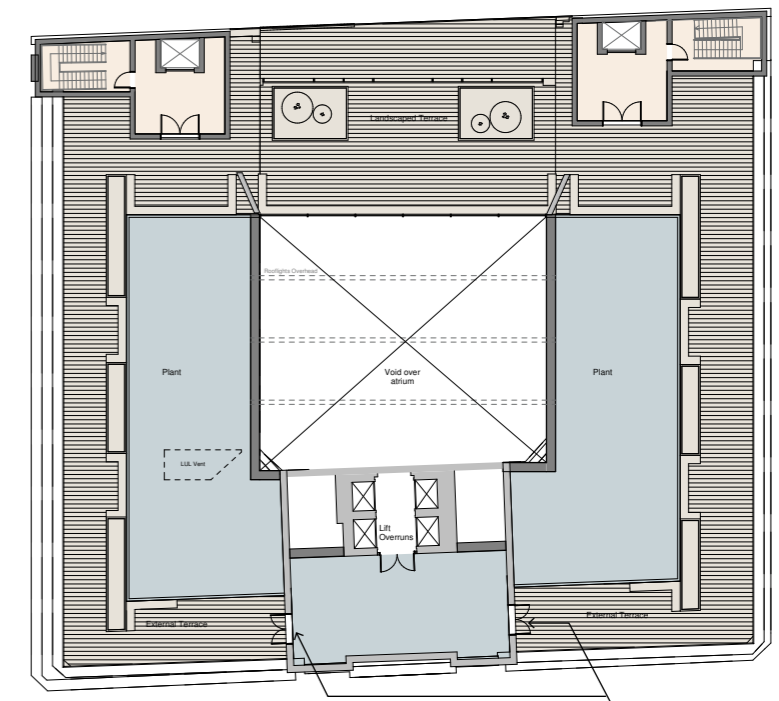


Figure 5.4 Extract of proposed development from the DAS by Apt

5 | Assessment of Impact

creation of an atrium would enhance this feature within the building which celebrates the scale of the building internally.

- 5.5 The proposed rear extension would be consistent with the linearity of the architectural language of the building which, despite its height, has a strong horizontal emphasis with the use of string coursing, banding and wide window proportions. The proposed extension would be a contemporary interpretation of this horizontal emphasis using glazing, balconies and banding to appear lightweight. As such, the extensions would appear as honest, modern additions which would not detract from the prominence of the facade.
- 5.6 In summary, the proposed development would be a minor addition in the context of the scale and massing of the existing building. The high-quality design of the proposal would preserve the key features of the significance of the building: its landmark quality and historic association, while enhancing the appearance of the rear with a high-quality, contemporary addition.
- 5.7 In addition, a key benefit of the proposal worth noting is its focus on sustainability such as: the retention and modification of the existing building to maintain its ongoing use and enhancing its environmental performance by rationalising the plant, using carbon neutral materials where possible and encouraging the use of sustainable modes of transport through a new cycle entrance.

Surrounding Heritage Assets

- 5.8 The effect of the proposed development on the setting of surrounding heritage assets has been supported by the use of the local townscape views as modelled within VUCITY. As mentioned previously, for proportionality, the effects on setting are grouped within this section.
- 5.9 *NB. while the proposed model includes the facade detailing which is currently excluded in the VUCITY model, there are no changes proposed to the facades, this is simply just a difference in rendering. In addition, the trees within VUCITY only are indicative and not representative of the actual level of tree screening.*

Commentary on surrounding heritage assets

- 5.10 The views show, primarily, the limited visibility of the proposed development within the wider townscape,

with only glimpses possible from selected viewpoints. There is no visibility from the more sensitive views to the south within Bloomsbury Conservation Area and in the context of the Euston Fire Station (Grade II*) (as shown in View 5) which would therefore not be affected the proposed development. Similarly, visibility from Euston Square Gardens and associated heritage assets and the St Pancras Church which is already limited, if glimpsed at all, would not be materially affected due to the prevailing height remaining the same.

- 5.11 The alterations to the height of the rear elevation and addition of a roof would rationalise the form of the building in Views 2-4, providing a cleaner and more coherent rear facade when viewed in the context of the locally listed buildings to the east and south of the Site.
- 5.12 While there would be a slight increase in the massing of the building, this would be minimal both in the context of the existing size of the building (identified as a local landmark), as well as the scale and massing of other taller buildings in the surrounding area, i.e. the Travelodge to the south and Evergreen House. The overall height of the building would not exceed the existing and the tower feature at the front of the building would remain prominent with the proposed roof extension sitting below and set back from the facade, as shown in View 1. The slight increase in massing would be consistent with the existing form and character of the building by drawing from the horizontal emphasis and landmark character. It would have a very limited effect to its existing presence in the setting of heritage assets in its immediate vicinity such as Nos.34-70 Eversholt Street and the Royal George Public House. As such, while its contribution to the setting of surrounding heritage assets is relatively limited, this would be preserved by the minor nature of the proposed changes when viewed within the local townscape.
- 5.13 As such, when considered alongside heritage assets present in these views alongside Euston House, the change to their settings would be minimal, if visible at all, and characteristic. Overall, the settings of all surrounding heritage assets would be preserved.

View 1



Existing



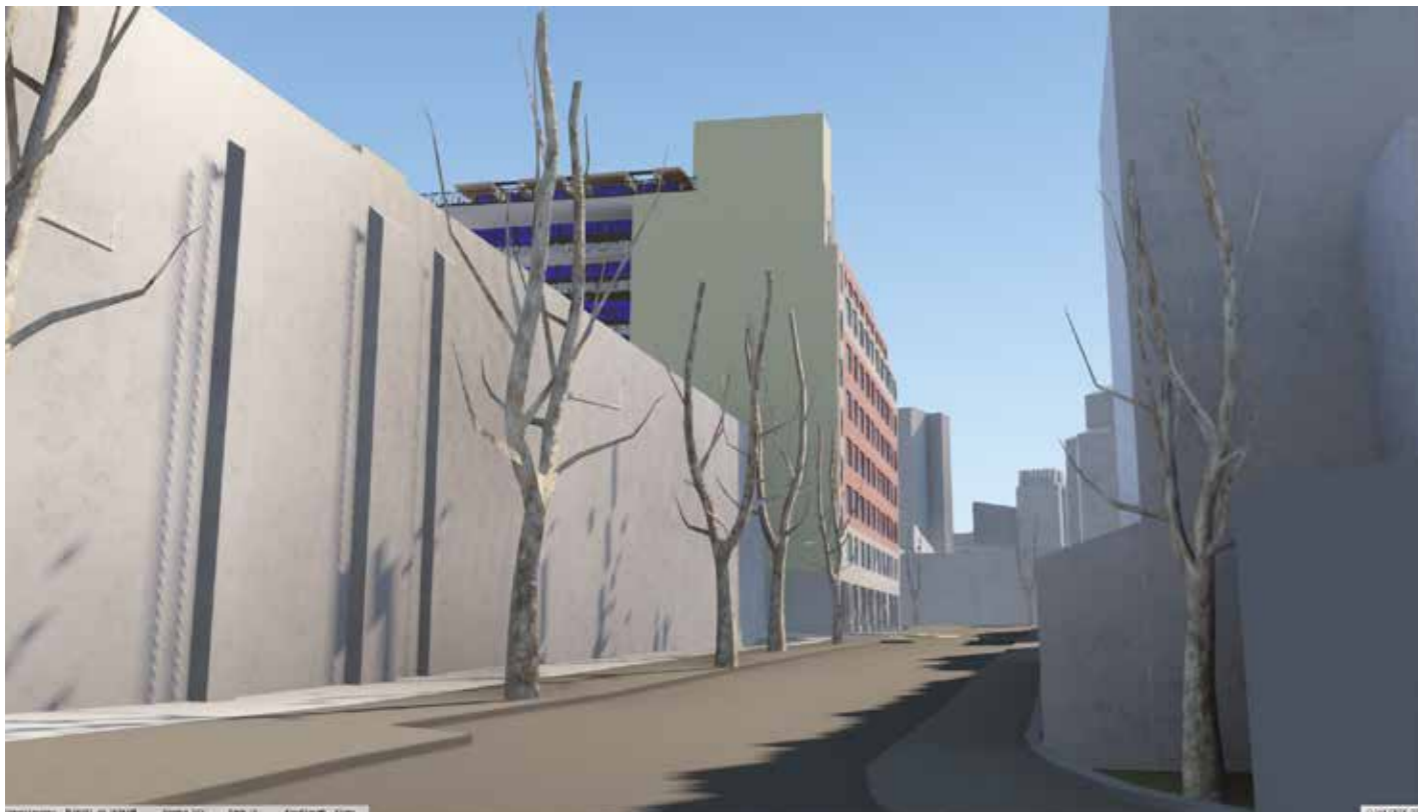
Proposed

5 | Assessment of Impact

View 2



Existing



Proposed

View 3



Existing



Proposed

5 | Assessment of Impact

View 4



Existing



Proposed

View 5



Existing



Proposed

5 | Assessment of Impact

London View Management Framework

5.14 The Site is within the Wider Setting Consultation Area (WSCA) of LVMF View 6A from Blackheath Point. This view focuses on maintaining the prominence of the strategically important landmark of St Pauls. When within the WSCA, buildings should remain below the threshold plane and be designed to preserve the background of this view. In the case of Euston House, the existing building sits above the threshold plane alongside other taller buildings in its vicinity, however it does not interfere with the view of St Pauls due to its lack of visibility within the density of its surroundings (it is barely discernible). As the proposed development would not exceed the prevailing height of the existing building, LVMF View 6A would not be affected by the proposed development.



Figure 5.6 Extract of the WSCA of LVMF View 6A (taken from VUCITY)

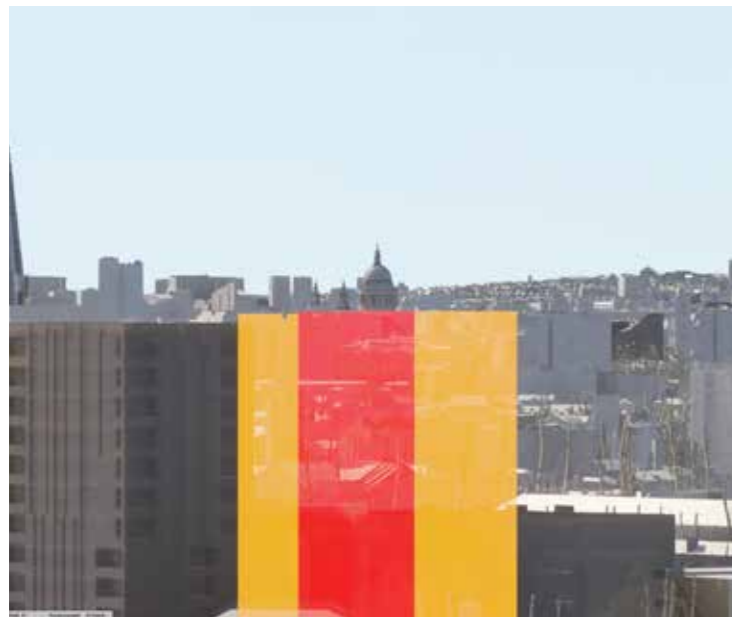


Figure 5.5 Extract of LVMF View 6A (VUCITY)

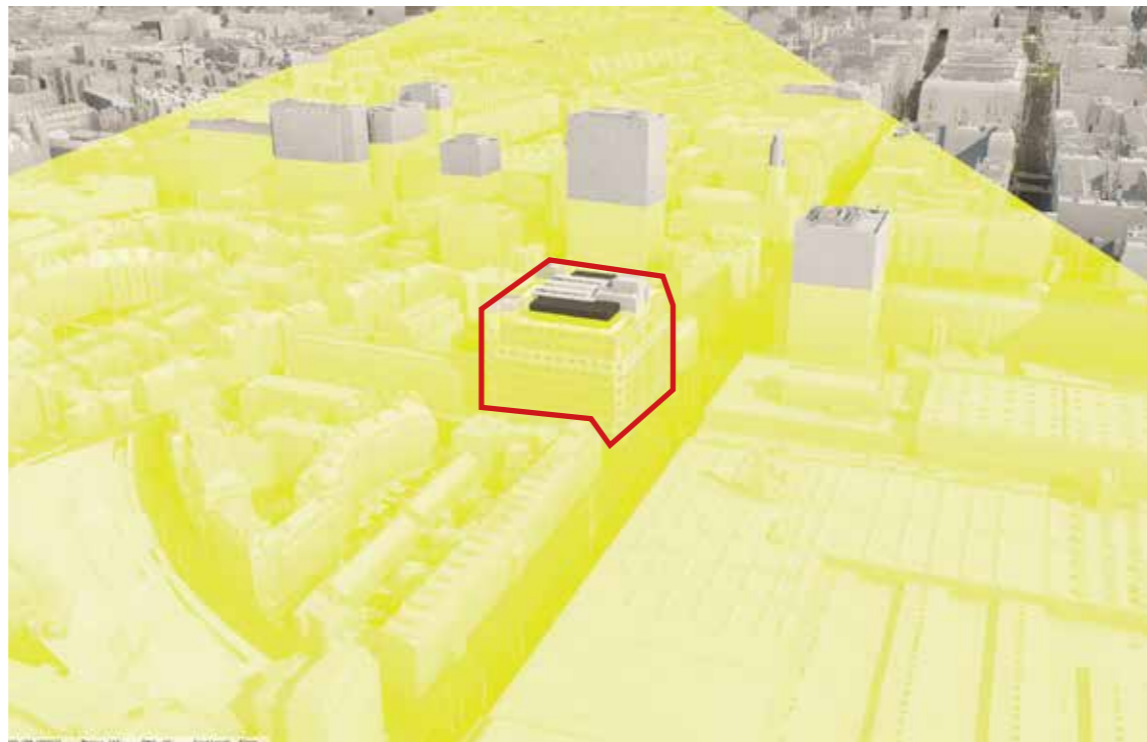


Figure 5.7 Extract of the WSCA of LVMF View 6A (taken from VUCITY)

Section 6

Conclusion.

6 | Conclusion

- 6.1 In summary, the proposed development would be a minor addition to Euston House which would preserve the key elements of its significance (its landmark quality and historic associations with Euston and London Midland and Scottish Railway) while enhancing the appearance of the rear and roof.
- 6.2 It draws from the character and architectural language of the existing and reinterprets the horizontality and use of string coursing in a contemporary fashion with glazing, balconies and a lightweight structure. The covering of the lightwell and creation of an atrium would allow the scale and massing of the interior to be celebrated
- 6.3 The proposals would support the ongoing office and commercial use of the building and would promote a sustainable approach to modifying and rationalising the existing fabric.
- 6.4 As such, the proposed development would preserve the significance of the locally listed building and the setting of surrounding heritage assets in line with London Plan Policy HC1, Camden Local Plan Policy D2, NPPF paras.197 & 199 and the statutory duties of Section 66 to preserve the setting, significance and special interest of listed buildings.
- 6.5 In addition, it would not affect the designated LVMF view in line with London Plan Policy HC3 and HC4 and would provide high-quality and contextual design in line with London Plan Policies D3, Camden Local Plan Policy D1 and NPPF para.130.

Appendix 1

References.

Appendix 1 | References

EUSTON HOUSE, EVERSOLT STREET,

Bloomsbury Conservation Area Appraisal and Management Plan (2011)

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Image Sources

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Camden Local Archive

Hurst, Peirce and Malcolm LLP <https://hurstpm.net/25-euston-house-eversholt-street-nw1>

It is understood that relevant licenses were sought by the design team during initial work on this project in 2020.

Appendix 2

Statutory List Entries.

Appendix 2 | Statutory List Entries

EUSTON HOUSE, EVERSOLT STREET,

The Royal George, Eversholt Street (Grade II)

Listed in 1999

Public house with staff flat over. 1939-40. By AE Sewell, LRIBA, architect to Messrs. Truman, Hanbury and Buxton, brewers to replace a public house of the same name in Drummond Street. Stock brick between bands of artificial stone to ground floor and attic, green slate roof. Rear stacks. EXTERIOR: 3 storeys and cellars on rectangular plot with curved corners. Corner entrances to former public (north) and saloon (south) bars, and central entrance to former private bar; all have double doors. Band of six 2-light sash windows either side of central entrance. First floor has large 2-light casements under stone heads, four in centre and one on each corner; similar casements form a strip in attic, set back under projecting eaves and with set-back corners dominated by relief sculptures of eagles. Access to upper flat in Wellesley Road, where a door in similar style sits under first-floor tripartite window with stone jambs. INTERIOR: the interior originally consisted of lounge and public bar at either end, with private bar in centre and games room at rear now occupied by food counter. These bars now united, but central counter remains. This, the back bar and the walls and supporting columns to frieze height all with veneer panelling typical of the late 1930s, with banded decoration to bar and fitted seats to former lounge area clad in the same timber. The chimney-pieces are most elaborately treated, with marquetry decoration, that to the public bar with small panels contrasting the steam age of the 1830s with the radios and cocktails of the 1930s; a larger marquetry panel in the lounge depicts the sailing ship The Royal George. Banded coving over bar fascia and to cornices; inset roundels in ceiling serve later C20 light fittings. Included as a remarkably complete example of a 1930s pub, with excellent marquetry panels depicting features from the style of the period done with charm and panache.

Euston Fire Station, including boundary walls, gatepiers and railings, Euston Road (Grade II*)

Listed in 1974

Fire station with flats above. 1901-2, altered and extended c 1920; later C20 alterations. Designed by HFT Cooper of the Fire Brigade Branch of the London County Council Architects' Department. Built by Stimpson & Co.

MATERIALS: Red brick laid in English bond with Portland stone dressings, basement in yellow stock brick; Portland stone ashlar facing at ground and third floors; Slate roofs.

PLAN: L-shaped block with main frontage facing SE to Euston Road behind forecourt. It comprised ground-floor fire station with flats above and a central well stair. A private entrance and stair on SW corner led to the Third Officer's flat on fourth floor. A passage from Euston Square led to a yard and stables in NE corner (demolished). Plan altered c 1920 when passage infilled and single-storey extension added to appliance room on SE side. Original appliance bays now converted as reception area, watch room and offices; the extension is now the appliance room.

EXTERIOR: Principally five storeys rising to six, plus attics. Lively Arts and Crafts domestic style with asymmetrical façades, irregular height and massing, projecting square and canted bays, and oriels. Picturesque roofline with deep eaves broken by projecting gabled bays, dormers and tall stacks. Varied fenestration, combining mullioned-and-transomed and narrower two-light vertical windows, and some oculi. Metal casements with leaded lights. Pitched roofs; that to main SE block steeply so. Main (SE) elevation: Ground floor (from E to W) has 2 appliance bays with patterned frieze with 'L.C.C FIRE BRIGADE STATION EUSTON 1902' in bronze lettering, and a round-arched window with keystone. First and second floors each have four flush-framed mullion-and-transom windows; third floor, faced in stone, has narrower windows set in splayed reveals. Fourth floor has three canted stone oriels of three lights with quoined surrounds, that to left rising to a fifth floor with gable above. The elevation terminates in a canted staircase bay of two lights rising to the third floor; top section is more steeply canted with three lights and stone mullions under a circular roof; above this is a gable with oculus and two small rectangular

lights below. In the angle of the canted bay and flank of return elevation is a single-storey porch with segmental-arched doorway and slate roofed.

SW elevation to Euston Square is dominated by projecting rectangular right-hand (S) bay and canted penultimate left-hand (N) bay; the former gabled and the latter hipped with glazed clerestory. Two large mullion-and-transom bay windows at ground-floor level, between which was entrance to the yard, now infilled. Asymmetrically-placed canted oriel rising through third and fourth floors with diagonal balcony linked to N projecting bay.

C1920 single-storey extension to E, now the appliance room, is not of special interest. Modern drill tower to the rear is not of special interest.

INTERIOR: Extensively refurbished in the 1990s. Some original features including doors, dado panelling in ground-floor former recreation room, and fireplaces survive, but generally much altered. Stone stair with plain iron balustrade.

SUBSIDIARY FEATURES: Walls, gatepiers and railings to forecourt on SE side and basement area on SW side. Low brick wall with stone copings and stone piers with gambrel-shaped heads. Gatepiers to angle of forecourt have inset geometric panels to head; those to basement entrance torpedo-shaped heads. Wrought-iron railings with flattened sections in portcullis design.

HISTORY: Fire services in London emerged principally from the need for insurance providers to limit their losses through damage to property in the period after the Great Fire of 1666. Initially, each insurer maintained a separate brigade that only served subscribers until the foundation of an integrated service in 1833, funded by City businesses. In 1866, following an Act of Parliament of the previous year, the first publicly-funded authority charged with saving lives and protecting buildings from fire was founded: the Metropolitan Fire Brigade, initially part of the Metropolitan Board of Works. The earliest MFB fire stations were generally plain brick and few pre-1880 examples survive. In 1880s under the MFB architect Robert Pearsall, fire stations acquired a true architectural identity, most notably in the rich Gothic style typical of Victorian municipal buildings such as Bishopsgate. It was the building boom of the 1890s-1900s however that was to transform fire station architecture and give the Brigade some

of its most characterful buildings. In 1889, the fire brigade passed to the newly-formed London County Council, and from 1896 new stations were designed by a group of architects led by Owen Fleming and Charles Canning Winmill, both formerly of the LCC Housing Department, who brought the highly-experimental methods which had evolved for designing new social housing to the Fire Brigade Division (as the department was called from 1899), and drew on a huge variety of influences to create unique and commanding stations, each built to a bespoke design. This exciting period in fire station design continued to the outbreak of World War I.

The new station replaced the Metropolitan Board of Works station at 133-135 Great Portland Street. It opened on 27 November 1902. Euston was the headquarters of the North Division of the London Fire Brigade, under the command of a Third Officer. Domestic accommodation was provided for divisional staff on the first floor and for the Third Officer on the fourth floor.

SOURCES: Andrew Saint, London's Architecture and the London Fire Brigade, 1866-1938 (Heinz Gallery RIBA, Exhibition Catalogue, 1981) Bridget Cherry and Nikolaus Pevsner, The Buildings of England, London 4: North (1998), p355 M Pinchen, Euston: The Story of a Fire Station, www.eustonfirestation.com, accessed March 2008 John B Nadel, London's Fire Stations (2006)

REASON FOR DESIGNATION: Euston Fire Station is designated at Grade II* for the following principal reasons: * It is widely regarded as the masterpiece of a remarkable group of fire stations built by the LCC between 1896-1914, and stands at the summit of achievement of LCC civic architecture of this rich and prolific period; * A highly original interpretation of the Arts and Crafts style, expressed through its dynamic façades and bold, skilful massing, coupled with high-quality materials and detailing; its romantic silhouette is a prominent landmark; * Well preserved externally, with original boundary walls and ironwork.

Church of St Pancras, Woburn Place (Grade I)

Listed in 1954

Church. 1819-22. By H and HW Inwood, restored 1951-3. Portland stone with stone coloured terracotta detailing. Single storey, rectangular plan; nave of 6 bays plus vestibule with tower over and portico at west end; east end with apsidal sanctuary and rectangular tribunes to north and south. Greek Revival style, general plan and form influenced by St Martin-in-the-Fields, but rich detailing influenced by, and in some cases copied from, casts of the Erechtheum, Athens. EXTERIOR: west end, hexastyle Ionic portico approached by 2 steps. 3 trapezoid architraved doorways with heavy, panelled wooden doors. All heavily enriched. 4-stage tower over vestibule, a free adaptation of the Tower of the Winds, with octagonal ashlar drum, columns supporting an octagonal entablature, repeated above in diminished scale and surmounted by an octagonal drum with cornice and pointed finial with a cross. North and south facades with trapezoid, architraved, recessed windows, smaller similar windows below, Ionic half columns marking the vestibule and palmette brattishing above the cornice. Projecting near the east end, rectangular tribunes facing north and south; each with Ionic portico supported by 4 caryatids copied from the Erechtheum by John Rossi (formerly a modeller at Coade's Manufactory) built up in terracotta pieces around cast-iron columns; behind the caryatids, a sarcophagus. 2 leaf doors with roundels in the high podium. Apsidal east end with tetrastyle in antis Ionic half columns supporting an entablature and trapezoid, architraved, recessed windows. One similar window each side of the apse, to the nave, and one similar but smaller window to each east facade of the tribunes. INTERIOR: entrance via the west end through an octagonal vestibule corresponding with the tower above and ceiled over a ring of dwarf Doric columns standing in a frieze. Nave has flat, coffered ceiling with galleries supported on lotus columns around 3 sides. Apse with 6 verd-antique scagliola Ionic columns on marble podium in the curve of the apse. Some early memorial tablets in Grecian style. Clerk's vestry in the north tribune with Ionic columns supporting an oval ceiling. Fine mahogany pulpit carried on 4 Ionic columns. High altar, 1914 by Adams & Holden. Stained glass by Clayton and Bell. HISTORICAL NOTE: the earliest Greek Revival church in London, built as part of the southern expansion of St Pancras and superseding the parish church, St

Pancras Old Church, Pancras Road (qv). (Survey of London: Vol. XXIV, King's Cross Neighbourhood, St Pancras IV: London: -1952: 1-9).



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