
Planning, Design and Heritage Statement

Replacement shopfront

86 Cleveland Street,
London,
W1T 6NQ

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1. INTRODUCTION

1.1 The proposed development relates to external alterations.

1.2 In summary these works are described as follows;

- Replacement of existing shopfront on both the Cleveland Street and Grafton Way elevations.

1.3 The purpose of the report is to assess the proposed development against national and local policies and guidance relating to the historic built environment and for architectural and urban design, following by the planning merits.

1.4 86 Cleveland Street is a (non-designated heritage asset) within Fitzroy Square Conservation Area. The Conservation Area is a designated heritage asset which is 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 (NPPF). Understanding the heritage significance and principally the elements of the building and its setting that contribute to the heritage significance are essential in managing proposals for change within its setting, including any nearby heritage assets and can help to ensure that the significance is conserved.

2. UNDERSTANDING

Site Location and Heritage Designations

- 2.1 86 Cleveland Street, London, W1T 6NQ is located within the Fitzroy Square Conservation Area and a Neighbourhood Centre, within the London Borough of Camden.

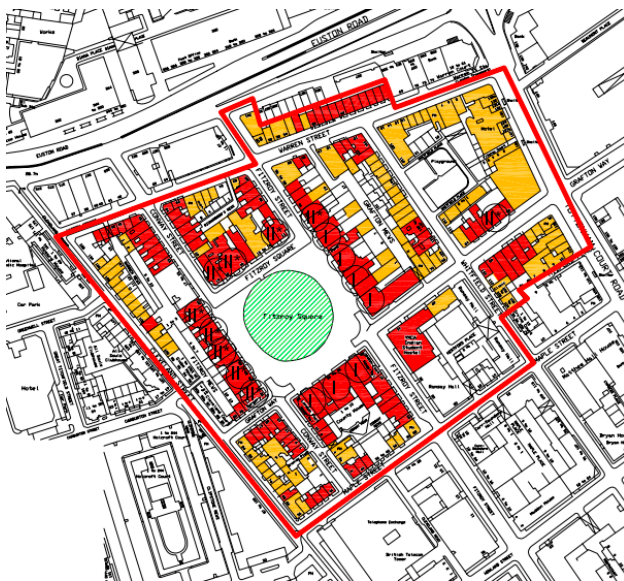
Site Plan



Policy Map (extract)



- 2.2 The Fitzroy Square Conservation Area (see map below) covers an approximately 6.9Ha area extending from Tottenham Court Road in the east to Cleveland Street in the west - the boundary with the City of Westminster - and from Euston Road in the north to Maple Street in the south.



2.3 The Fitzroy Square conservation area appraisal and management strategy was adopted on 16 March 2010.

2.4 The application site comprises the ground floor of a 5-storey building. The ground floor is in use as a commercial premise and the upper floors as residential. The building is known as Cleveland Court a red brick interwar mansion block with ground-floor shops at the junction with Grafton Way. It has Art Deco-influenced ornamental brickwork, together with white banding and canted bays. The entrance and staircase bay is accentuated by dramatic vertical planes of white concrete, and the balconies have decorative wrought iron screens.

Visuals

2.5 Cleveland Street elevation



Grafton Way elevation



History

- 2.6 There is no relevant planning history for the application site.

Surrounding buildings

- 2.7 The adjoining buildings, Number 78 and 80 Grafton Way, are identified as Grade II Listed Buildings.

- 2.8 The Historic England entry is as follows;

TQ2982SW GRAFTON WAY 798-1/93/622 (North side) Nos.78 AND 80 and attached railings

GV II

2 terraced houses. Early/mid C19, with later additions. Yellow stock brick, top floor mostly rebuilt, with channelled stucco ground floor. 3 storeys, attic and basement. No.78, 2 windows; No.80, one. Square-headed entrances with panelled doors and overlights, No.78 patterned. Gauged brick flat arches to recessed sashes; 1st floors with cast-iron balconies. Parapet. INTERIORS: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with torch flambe finials to areas. The north side of Grafton Way is an important group of late C18 and early C19 houses.

- 2.9 The opposing buildings, Numbers 65-71 Grafton Way, are identified as Grade II Listed Buildings.

- 2.10 The Historic England entry is as follows;

TQ2982SW GRAFTON WAY 798-1/93/621 (South side) 14/05/74 Nos.65-71 (Odd) and attached railings

GV II

4 terraced houses. Late C18. Multi-coloured stock brick with stucco ground floors (Nos 65 & 71 rusticated) and 1st floor bands. 4 storeys and basements. 2 windows each. Round-arched doorways (No.69 with stucco architrave), fanlights (Nos 65 & 71 radial patterned), cornice-heads and panelled doors. Gauged brick flat arches (some reddened) to recessed sashes. Nos 65, 69 & 71 with wrought-iron balconies to 1st floor windows. Parapets. INTERIORS: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with urn finials to areas.

3. HISTORIC DEVELOPMENT

- 3.1 Fitzroy Square Conservation Area is a distinctive and consistent area of late 18th and early 19th century speculative development. Owing to the relatively short period of its development, the area generally retains a homogenous character. It is an excellent example of Georgian town planning which combined dwellings with ancillary uses and services. The buildings varied in size and status, with the grandest overlooking the central formal, landscaped square, and the humblest located within the rear mews areas.

Pre 1760

- 3.2 The land within the Conservation Area was part of the manor of Tottenham, whose manor house, Tottenham Court, was located around the junction of the current Euston Road and Tottenham Court Road, just outside the boundary of the Conservation Area. Tottenham Court Road is evident on Roque's Map of 1745, providing a link from London to the Manor. The remainder of the Conservation Area was a large field (known as Home Field), the southern boundary of which broadly coincided with Maple Street.
- 3.3 The expansion of London in the latter half of the 17th century was partly driven by events such as the Great Plague and the Great Fire of London. People were forced to move out from the heart of the city, resulting in new development in surrounding areas such as Fitzroy Square.
- 3.4 The New Road (now Euston Road) was built in 1756 to enable livestock to be moved to Smithfield without passing through the crowded areas of Oxford Street and Holborn.

1760- 1840

- 3.5 The land associated with Tottenham Manor had been given to the Earl of Arlington by Charles II. The Earl's daughter married Henry Fitzroy, (Earl of Euston) in 1672. In the 1760s, Charles Fitzroy (later Lord Southampton), their descendant and brother of the then prime minister, sought to maximise the

value of his estate through speculative development. In 1768, an Act of Parliament was passed which enabled the development of Fitzroy Square.

- 3.6 The development was conceived as a planned estate designed by renowned architects, the Adam brothers. The street layout is visible on the Bedford Estate plan of 1795. They provided housing types attractive to both the aristocracy and the middle classes, served by facilities including shops and a market (in the vicinity of Whitfield Street), public houses and a church, which was located at the junction of Maple and Whitfield Streets.
- 3.7 The square was laid out in 1790 and building on the east side began in 1792, followed by the south side in 1794. The building of the north and west sides were delayed by the Napoleonic wars until 1827 and 1832-35 respectively which caused a rise in the cost of building materials and a scarcity of credit. The half-completed development of the square is shown on the St Pancras Parish Map of 1801. The original development was complete by the end of the 1830s. Notable early residents of Fitzroy Square included the painter Charles Eastlake (No 7), the chemist A W Hofmann (No 9) and Robert Gascoyne Cecil, 3rd Marquess of Salisbury as Prime Minister (No 21). The explorer Captain Matthew Flinders lived at No 56 Fitzroy Street. The Venezuelan patriot Andres Bellos and the pioneer of Latin American independence Francisco De Miranda both lived at No 58 Grafton Way.

1840- 1918

- 3.8 The decline in the desirability of Fitzrovia as a residential area coincided with the construction of fashionable villa developments to the north and west, and led to an increase in non-residential uses during the 19th century. Several houses were converted to hotel use due to their proximity to the mid-19th century railway termini at Euston and Kings Cross. In 1878, decayed housing on Whitfield Street was replaced by a public baths (now a public open space).
- 3.9 The availability of cheaper housing, however, attracted artists and writers who added a Bohemian element to the neighbourhood. In the later 19th century,

George Bernard Shaw and Virginia Woolf were resident at No 29 Fitzroy Square.

- 3.10 Shops to serve the increased population also appeared during the 19th and early 20th century, particularly along the peripheral streets. Interesting examples of which are in evidence along Warren Street, Cleveland Street and Whitfield Street. By 1914, London Street had been renamed Maple Street.

1918- 1945

- 3.11 After the First World War many of the buildings turned to commercial, office and institutional use. There was limited redevelopment during the inter-war period including St Luke's Hospital for the Clergy which replaced two of the terraced properties on the north side of Fitzroy Square.

1945 - present day

- 3.12 Wartime bomb damage south of Fitzroy Square had most impact on terraces on either side of Fitzroy Street, south of Fitzroy Square. The south side of Fitzroy Square was reconstructed as a replica in terms of its street façade, but modern offices were constructed behind, employing large floor plates out-of-keeping with the original cellular floor plans. The east side of Fitzroy Street was redeveloped with university buildings of contrasting modern design during the 1950s and 1960s including the Indian YMCA Indian Student Hostel on Grafton Way, designed by Ralph Tubbs in 1952 (replacing its former home in nearby Gower Street).
- 3.13 The trend for change of use continued after the Second War. In Fitzroy Square, residential and hotel uses gave way to offices for professionals, charities, educational establishments and even diplomats (flagpoles adorn a handful of properties around the square). However, in recent years some properties have been put back to residential use, either as flats or as single family dwellings. Environmental improvements were undertaken in Fitzroy Square in the 1970s, which were upgraded in the early 21st century.

4 SIGNIFICANCE

- 4.1 In heritage terms, significance is defined as “the value of a heritage asset to this and future generations because of its heritage interest” and as “the sum of cultural and natural heritage values of a place”.
- 4.2 The Conservation Area boasts a sizeable number of buildings which are architecturally innovative of their period of development.
- 4.3 The character of the Fitzroy Square Conservation Area is derived from its original character as a wealthy residential district, and is influenced by subsequent social and economic changes that have affected patterns of use and occupation of buildings. This, and subsequent changes in architectural tastes and styles, is expressed in the changes to the physical fabric and current occupation of the area. There are subtle variations in the townhouses within the surrounding streets, there is a general uniformity and consistency in their character and detailing.
- 4.4 The change in architectural tastes and styles meant some properties were refronted or altered during the late 19th century and early 20th century. Examples include the insertion of shopfronts and public house frontages.
- 4.5 Cleveland court is mentioned alongside Glebe House within the Conservation appraisal and that both buildings are of a different scale and materials from other development in the street.

5. RELEVANT POLICY

5.1 The government's guidance on plan making and planning decisions is set out in the NPPF which was republished online in July 2021. The relevant chapters are:

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment.

The London Plan 2021

- HC1 Heritage conservation and growth
- D4 Delivering good design

Camden Local Plan (2017)

- D1 Design
- D2 Heritage
- A1 Managing the impact of development

Supplementary Planning Policies

- Fitzroy Square conservation area appraisal and management strategy
- Amenity Camden Planning Guidance 2021

6. ASSESSMENT

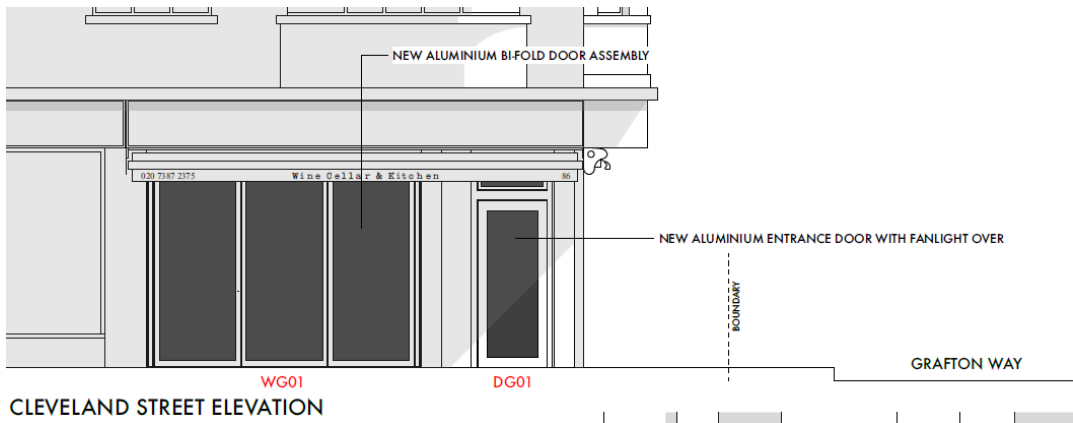
Heritage / Townscape

- 6.1 Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 imposes a duty on Local Planning Authorities to pay special attention to the desirability of preserving the character and appearance of a Conservation Area. London and Local Plan policies, as identified above, requires development to preserve and enhance the character, appearance and setting of heritage assets within the borough. The Council should apply a presumption in favour of development provided it meets the requirements of the above policies of the development plan.
- 6.2 The following assessment is based on observations made while on site, an understanding of its historic development and a review of the design proposals. This assessment has been carried out in line with the NPPF and the relevant local planning policy. As stated within the Conservation Area appraisal Cleveland Court is a finished in an Art Deco-influenced ornamental brickwork, together with white banding and canted bays. This building is clearly from a different time to many of the buildings within the conservation Area, moreover, the materials differ from other developments in the street. As such the principle of alternate materials and finishing on this building would be in keeping, the key is that they are high quality.
- 6.3 The images below show the existing and proposed plans

Existing



Proposed



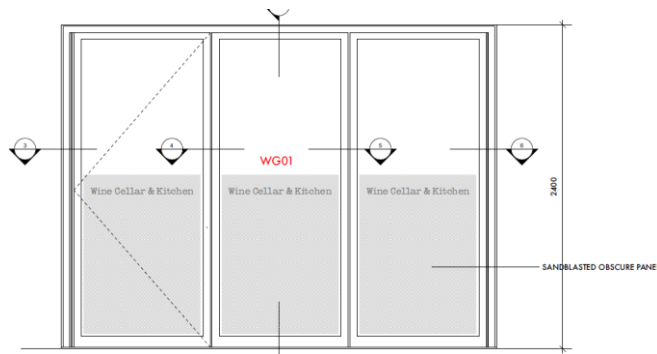
Existing



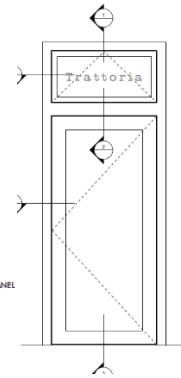
Proposed



Window detail

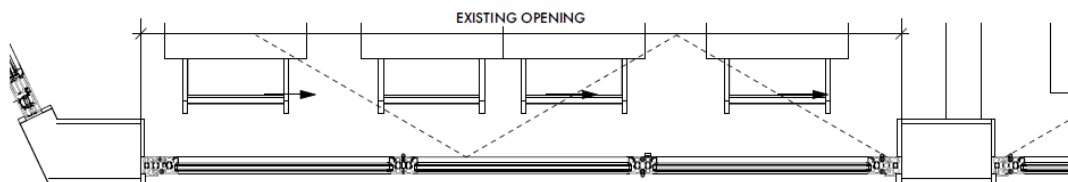


Door detail



6.4 It is clear from the proposed plans that the extent of glazing increases in height, but the width remains the same to the existing shopfront. The increase in vertical mullion lengths helps to break down the perceived mass of the frontage and allows the proportions to work well. The bottom half of the glazing will be sandblasted to provide an obscured finished, which would reflect the solid lower portions of the existing shopfront. This approach is considered appropriate given the context of the site.

6.5 The windows would be finished in aluminium, which allow for the slim profiles that facilitates the increase in glazing. The image below shows that the existing opening width remains unchanged and that the windows would be recessed from the front elevation. This reveal provides an element of interest and helps the fenestration sit more comfortably within the opening.



6.6 It should be noted that the existing dark painted timber windows present have a very commercial feel in terms of appearance. As such the loss would not detract from the building or Conservation Area, especially considering this is a building where materials are defined as different from its surrounds.

Notwithstanding this a significant number of ground floor units have aluminium / contemporary appearances as indicated in the visuals below;

No. 88, 88a and 90



No.90a and 90b



New development opposing the site (albeit outside the Conservation Area)



- 6.7 There are many more examples along Cleveland Street and the case officer is encouraged to make a site visit.
- 6.8 The aluminium finish will be a high quality, durable and sustainable material that complement and respect the predominant existing materials that positively contribute towards an area's special character.
- 6.9 The proposed alteration would not be significant and would provide a high-quality contemporary look to the front elevation. The application is supported by manufacturer brochures, from Schuco, which highlight the high-quality design of the product. A variety of colour finishes are available and the RAL can be conditioned in the event of an approval.
- 6.10 It is considered the proposed alterations would be acceptable in terms of its impact on the building and on the visual amenity of the street scene and the character of the area.
- 6.11 The scheme brings a positive change without harming the integrity of the Conservation Area.

Surrounding Heritage Assets

- 6.12 In addition to the building to which the application relates, the application site is also in fairly close proximity to other heritage assets:



- 6.13 Owing to the acceptable effect on the external appearance of the application building and the separation from these properties, there would be no negative impact on the other heritage assets in the area or on the general appearance or character of the Conservation Area generally.

Residential amenity

- 6.14 Camden Local Plan policy A1 and the Amenity CPG are relevant with regards to the impact on the amenity of residential properties in the area. These state that development proposals should demonstrate that they will not result in significant adverse impacts on the amenity of neighbouring uses. Such factors include a loss of privacy, daylight or sunlight and dominance or visual intrusion.
- 6.15 Although the windows will be lowered slightly and increased in size they would not result in any harmful overlooking or loss of privacy.

Other material planning considerations

- 6.16 The site is located within a neighbourhood centre, however, with no plans to change the use there are no other matters raised.

7. CONCLUSION

- 7.1 The external appearance of the building would be altered, but not to a degree to harm its appearance. The proposals would have no harmful effect on the other heritage assets in the vicinity or setting, or on the Conservation Area.
- 7.2 The physical work of alteration and construction would be carried out with full investigation, and preparation stages, to the approval of the local planning authority if required. It would be carried out in accordance with detailed architectural drawings and specification and under contractual control with architectural and structural engineer supervision.
- 7.3 The proposal, would not result in any harm to neighbouring occupiers

7.4 It is respectfully requested that the application is approved.