

2.3 Environmental Analysis

2.3.1 Sun Path

The Site orientates itself along a north-east / south-west axis, with the primary frontage facing north-east onto Tottenham Court Road. East sunlight penetrates onto the front facade during the mornings, while west sun penetrates the rear facade in the afternoon. The proposed roof terrace will benefit from the sunlight at all day.

2.3.2 Wind

The prevailing wind at the site comes from the southwest as shown in Fig: 2.5. As the buildings are mechanically ventilated in the most part, this will have little bearing on the proposals for openable windows. Nor is the buildings' effect on the wind turbulence at street level likely to have any effect, as the proposed heights are clearly appropriate in this location.

2.3.3 Noise and Traffic

Tottenham Court Road is both a major pedestrian and vehicular route, contributing to the main amount of noise and air pollution around the site. However, the residential use in no. 51 is already established and the proposals will not cause any further detrimental impact on the amenity of residential occupants. Where appropriate, the proposals locate main living rooms facing Tottenham Court Road, while keeping bedrooms to the rear of the site.

It is important that light pollution in the street is also considered, and the introduction of some form of shutters within the facade could be considered for the residential apartments.



Fig: 2.3 Sun path diagram

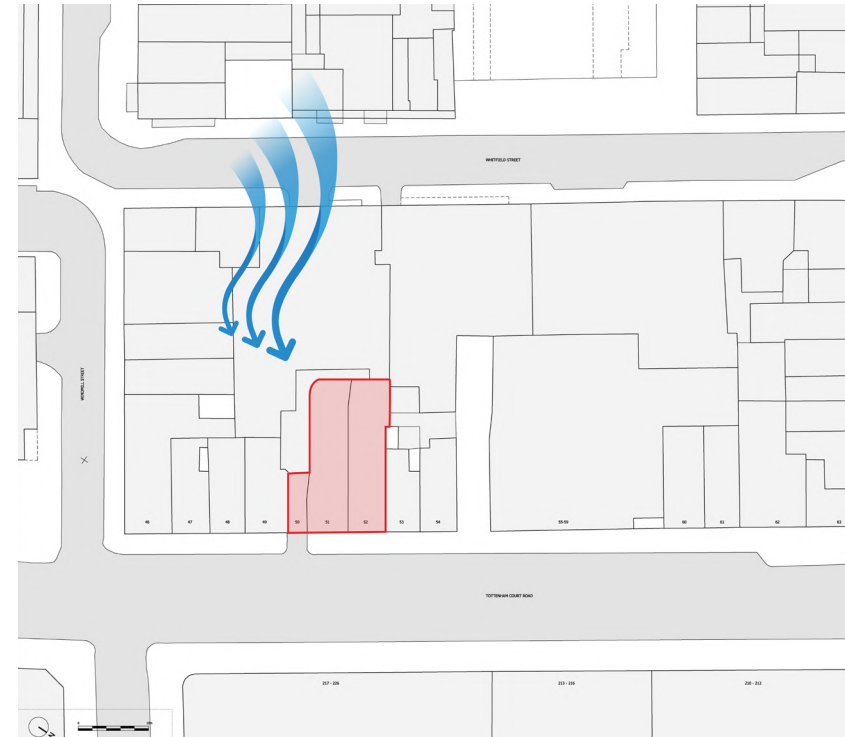


Fig: 2.4 Wind diagram



Fig: 2.5 Noise analysis diagram

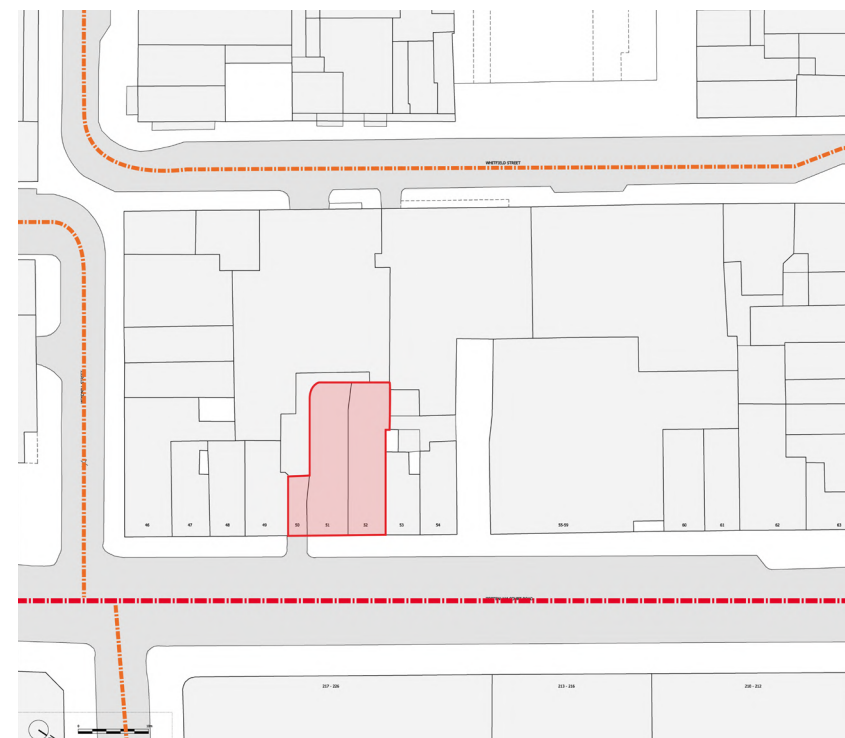


Fig: 2.6 Traffic analysis diagram

2.4 Aerial Photographs

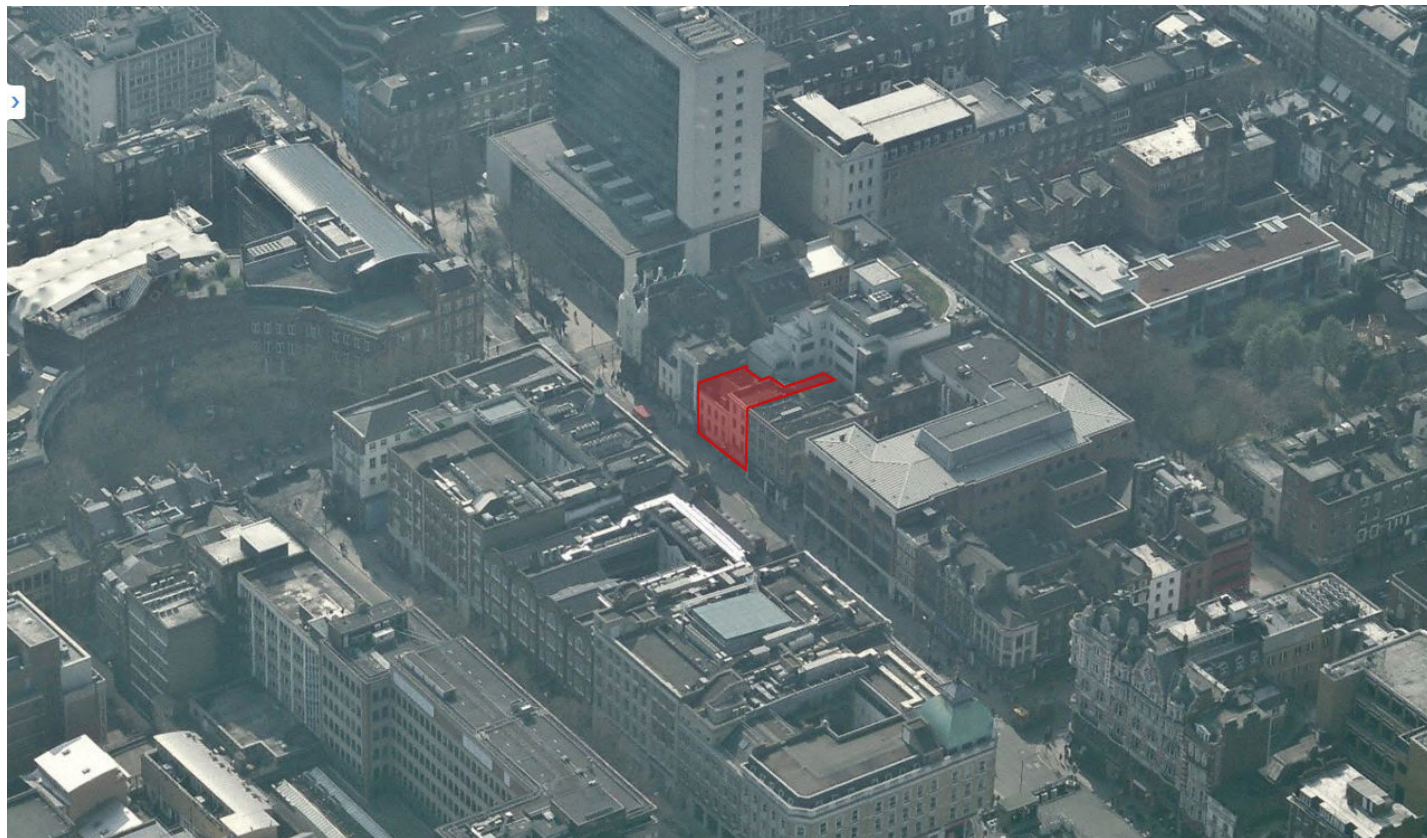


Fig: 2.7 Aerial Photograph from north



Fig: 2.8 Aerial Photograph from west

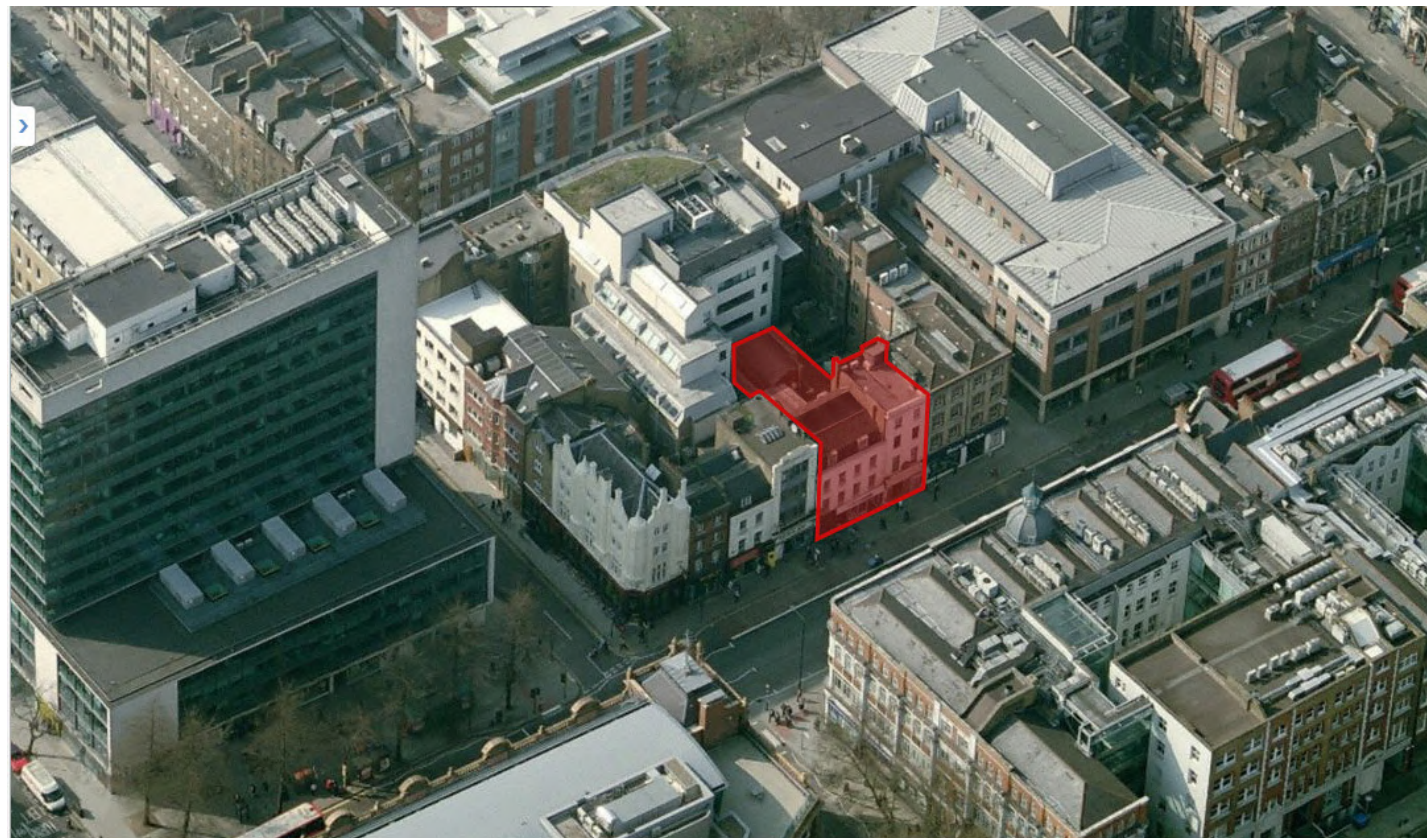


Fig: 2.9 Aerial Photograph from east



Fig: 2.10 Aerial Photograph from south

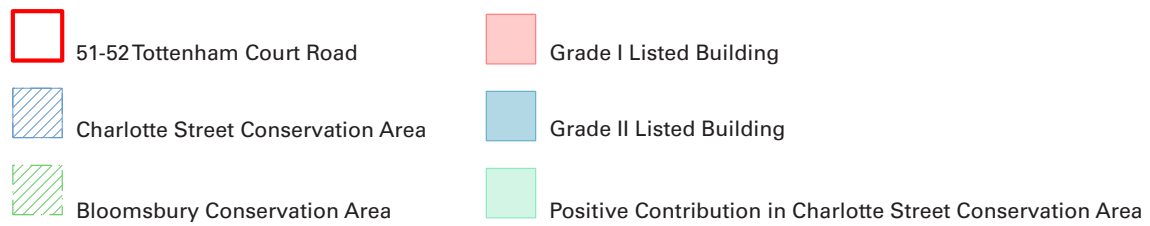
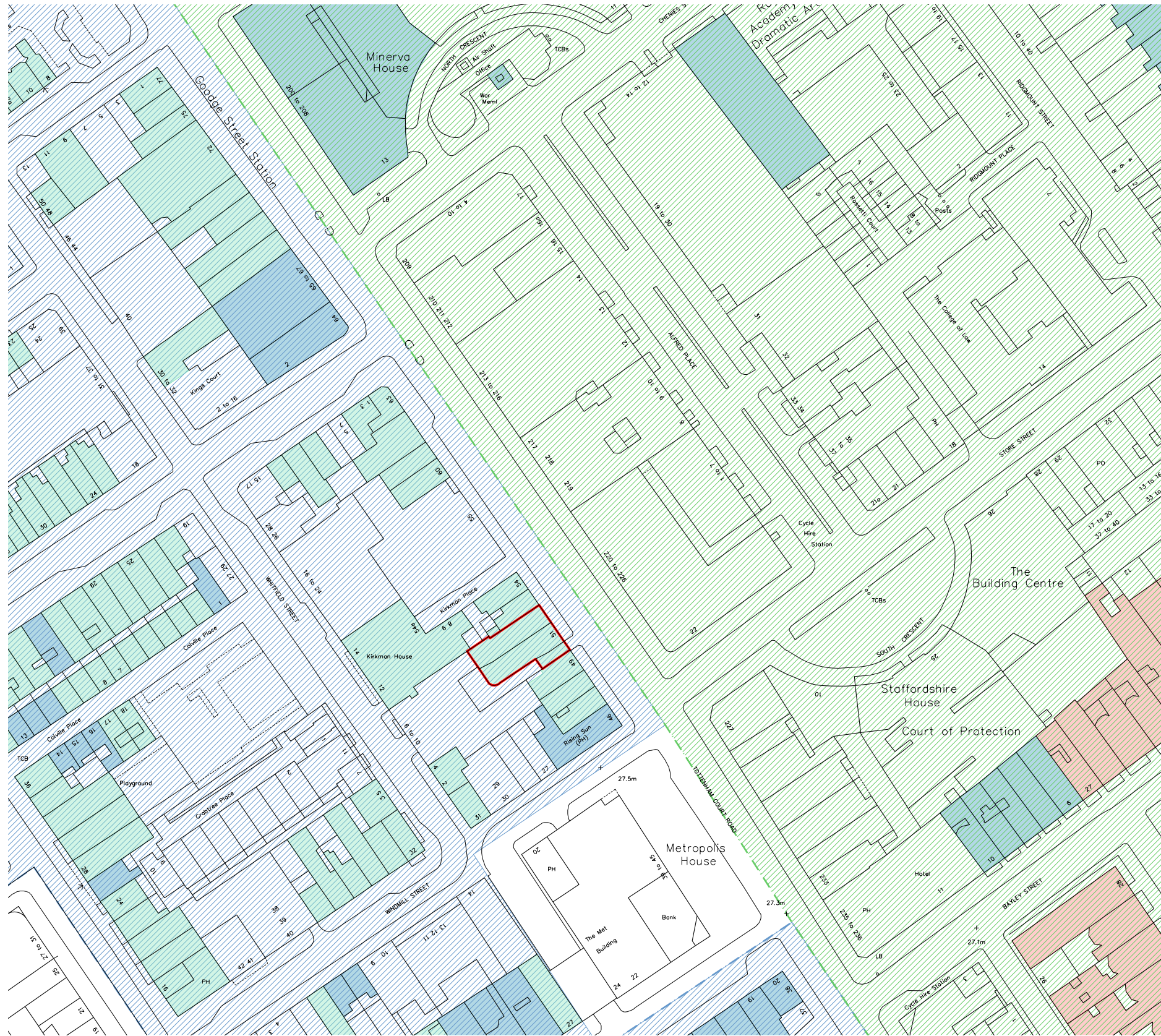


Fig 2.11 Conservation Areas and listed buildings

2.5 Conservation Areas

2.5.1 The Charlotte Street Conservation Area

51-52 Tottenham Court Road lie on the eastern edge of the Charlotte Street Conservation Area. The Conservation Area was designated in March 1974 and has been extended several times. The Site has only been included within the conservation area since its most recent extension in November 1999. The boundary of the Conservation Area runs along Tottenham Court Road. Opposite the Site is Bloomsbury Conservation Area, designated in 1968 and subsequently extended several times.

2.5.2 The area is recognised to be of special historic and architectural interest that is worthy of protection. (See Fig: 2.3). This means that in accordance with Government guidance and Camden's Policy DP25, the council will normally expect all buildings that make a positive contribution to the conservation area to be retained, as a measure to preserve or enhance the area's character. The application is subject to the Charlotte Street Conservation Area Appraisal and Management Strategy in relation to guidance for the types of alterations and developments that are acceptable in the conservation area.

2.5.3 Listed Building and Positive contribution to the Conservation Area

Neither of the buildings on the Site are listed, nor do they lie adjacent to any listed buildings. However, both no. 51 and 52 are listed as making a positive contribution to the character and appearance of the area, alongside various other buildings on the street.

Within the same urban block as nos. 51 and 52 on Tottenham Court Road, No. 46 - The Rising Sun, is grade II listed and dates from 1896. Further north, nos. 64-67 and nos. 2-8 Goadge Street is listed grade II, dating from 1903. There are other listed buildings in the wider area, but given the dense urban character of the area, none have a significant visual relationship to the Site.



Fig: 2.16 Totten Court called Manor House Totten Hall, 1830



Fig: 2.17 John Rocque's map, London 1764



Fig: 2.18 Photo of Oxford Street / Tottenham Court Road Junction, late 19th C



Fig: 2.19 Photo of Oxford Street / Tottenham Court Road Junction, 1930

2.6.6 Before 1750, the Site and the area around it was agricultural land on the edge of London within the demesnes of the Manor of Tottenham, also known as Tottenham Court. Tottenham Court Road was a market road that connected Tottenham Court, which was popular as a place for entertainment for Londoners, and Oxford Street. It is shown on John Rocque's 1746 map of London.

2.6.7 Originally owned by the Canons of St Paul's Cathedral, the area around the Site changed ownership several times and the piecemeal nature of development in the area reflects this varied ownership. This contrasts with the more regulated and consistent development to the east of Tottenham Court Road in Bloomsbury.

2.6.8 The area south of the Site, including Windmill Street and Rathbone Place, were laid out in the 1720s. The construction of New Road in the 1750s (now known as Euston Road) and the resultant bypassing of Oxford Street, led to the northwards expansion of the suburban residential streets. In just 20 years, the street pattern seen within the Charlotte Street Conservation Area today had been established, with townhouses the most common form of development.

2.6.9 By the turn of the 19th century, the wider area around the Site started to become less fashionable as the generally wealthy occupiers started to move out further west. Rents started to drop and the townhouses were subdivided, creating spaces for studios, and this led to an influx of artists, artisans and craftsmen. The manufacture of furniture, in particular cabinet making, became popular and ground floor shops started to appear in the terraced houses. Towards the end of the 19th century, a wave of immigrants began to come into the area, contributing to a greater variety of businesses, including different shops and restaurants which occupied the ground floor units.

2.6.10 The scale of development in the area and particularly along Tottenham Court Road, changed throughout the 20th century. Ground floor units were merged to provide larger, purpose-built furniture shops, and grand department stores and warehouses that appeared amongst the remaining domestic terraces in the 20th century as a result of furniture making trade that established itself in the area in the 19th century. Pevsner notes that this character has largely gone with only Heal's (196 Tottenham Court Road) surviving in its original buildings.

2.7 Present Built Environment

2.7.1 Larger scale developments continued to appear along Tottenham Court Road following bomb damage during the Second World War, establishing a significant stock of post-1950s buildings in the wider area. On the west side of southern end is the 6 to 10 storeys high granite clad 1980 office building described as a “hulk” in Pevsner and designed by Sidney Kaye Firmin Partnership. This pattern of the intensification of development continues.

2.7.2 There are a mix of buildings along Tottenham Court Road between Windmill Street and Goodge Street, which include the Site. These include, running north from Windmill Street, the Rising Sun public house, listed grade II (see below) which forms a highly decorated stucco fronted local landmark at the junction. This is followed by a two windows wide re-fronted red brick terrace dating from the late 19th century (which has been altered); and a 3 storeys high 2 windows wide building with a mansard roof, painted yellow and with remnants of later 19th century window surrounds. There is then a 4 storeys high purpose built commercial development dating from the 1920s, which abuts the Site. The full height stone frame to the façade, with art deco style swags to the top, give the building a vertical emphasis; within this frame there is an arrangement of casement windows and soffit panels.

2.7.3 To the north of the Site, 53 and 54 are a matching pair of terraced building with yellow brick facades and red brick surrounds to the punched window openings to each floor. They have hipped roofs set behind parapets. There is then an alley leading to a 1920/30s development, Kirkman House, built on a former yard. This is followed by a 4 storeys high modern commercial development with a ground floor retail unit and a 1st floor comprising louvers. Beyond are a pair of red brick terraced fronts with stone window surrounds, dating from the later 19th century; and, a more exuberant red brick commercial building with decorative stone dressing. This run is terminated at the junction with Goodge Street, with a vacant site today (where the 3 storeys high white faience clad commercial development from the 1920s stood until recently).

2.7.4 To the rear of the Site the rear of the extended modern office block fronting Whitfield Street is dominant and defines the edges of the yard with a series of stepped and rendered facades.



Fig: 2.20 Existing view from Tottenham Court Road looking south-east



Fig: 2.21 Existing view from Tottenham Court Road looking north-west



Fig: 2.22 The Rising Sun, no. 46TCR



Fig: 2.23 no. 47TCR



Fig: 2.24 no. 47TCR