



Townscape, Visual Impact and Heritage Report

Prepared by The Townscape Consultancy
Submitted on behalf of Lab Selkirk House Ltd

Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street,
35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR

September 2022

Rev 01

1 Museum Street, Holborn, London WC1A

Townscape, Visual Impact and Heritage Report

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Contents	
PART 1 – TOWNSCAPE AND VISUAL IMPACT REPORT	
1	Introduction
2	Planning policy and guidance
3	The Site and its surroundings
4	The Proposed Development
5	Townscape views
	The Views
	1 British Museum
	2 Great Russell Street, along Museum Street
	3 Museum Street / Little Russell Street
	4 Great Russell Street, along Coptic Street
	5 Coptic Street / Little Russell Street
	6A Coptic Street / New Oxford Street, West Side of Junction
	6B Coptic Street / New Oxford Street, East Side of Junction
	6BN Coptic Street / New Oxford Street, East Side of Junction
	7 Bloomsburv Street / New Oxford Street
	8 Bucknall Street / Bloomsbury Street
	9 Little Russell Street, towards St. George’s
	10 Bloomsbury Way
	11 Drury Lane / High Holborn
	12 Endell Street / High Holborn
	13 Bedford Square (North)
	14 Bedford Square (South)
	15 Bloomsbury Square Gardens
	16 High Holborn / Southhampton Place
	17 High Holborn / Southhampton Row
	18 Drury Lane / Long Acre
	19 Westminster Bridge: downstream – at the Lambeth Bank (LVMF 18B.2)
	20 The South Bank: outside Royal National Theatre (LVMF 16A.1)

Contents (continued)

	21 Lambeth Bridge: downstream – at the centre of the bridge (LVMF 19A.1)	68
	21.1 Lambeth Bridge: downstream – at the centre of the bridge (LVMF 19A.1)	70
	22 Lambeth Bridge: downstream – close to the Lambeth bank (LVMF 19A.2)	72
6	Assessments of the effects of the Proposed Development	74
7	Conclusions	75
	PART 2 – BUILT HERITAGE REPORT	77
1	Introduction	79
2	Planning policy and guidance	80
3	The Site and its surroundings	83
4	Heritage designations	86
5	Significance of heritage assets	89
6	The effect of the Proposed Development on the significance of heritage assets	99
7	Conclusions	104
	Appendix A	105
A1	Millerhare’s technical notes on the Views	105
A2	View Locations	106
A3	Details of schemes	111
A4	Accurate Visual Representations	112
A5	Methodology for the production of Accurate Visual Representations	114
	Appendix B	116
B1	Contribution of the non listed buildings on Site to the significance of the conservation area	116

1 Introduction

- 1.1 This Townscape, Visual Impact and Heritage Report (‘TVIHR’) has been prepared in support of the detailed planning application being submitted by Lab Selkirk House Ltd (‘the Applicant’) to the London Borough of Camden (‘the Council’) for the redevelopment of the land at Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR.
- 1.2 The detailed planning application seeks planning permission for the following description of development:

“Redevelopment of the existing NCP car park and former Travelodge Hotel at 1 Museum Street with a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Remodelling and extension of 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn.”
- 1.3 The proposed development has evolved through an extensive pre-application and wider stakeholder consultation process, which has included collaborative discussions with the Council, Greater London Authority (‘GLA’), Transport for London (‘TfL’), Historic England (‘HE’), and a number of other key stakeholders.
- 1.4 The proposed development provides the opportunity to regenerate this strategically important site through the demolition and refurbishment of the existing poor-quality buildings and replacement with a highly sustainable mixed-use development. The proposed development will deliver all the key master planning requirements and uses specified by the Local Plan (2017), providing the opportunity to deliver a wide range of planning and public benefits.
- 1.5 This Part 1 of the TVIHR, the Townscape and Visual Impact Report (‘TVIR’), considers the impact of the proposed development on the townscape of the area around the site, analysing the character of the surrounding townscape, and assessing the effect of the proposed development on views from locations around the site (see below regarding the selection of viewpoints).
- 1.6 The site lies partially in the Bloomsbury Conservation Area. It does not include any listed buildings. This Part 1 assessment considers heritage assets in as far as they inform the character and sensitivity of townscape and views. Part 2 of the TVIHR, the Built Heritage Report (BHR), considers the effect of the proposed development on heritage assets on the site and in the area around the site, taking into account heritage significance.

- 1.7 The report should be read in conjunction with the scheme design drawings and the design and access statement (‘DAS’) produced by the architects of the scheme, DSDHA.
- 1.8 In November 2021, Peter Stewart Consultancy became The Townscape Consultancy (TTC). References to Peter Stewart Consultancy in previous documentation in relation to this project should be read as referring to TTC.

Method of assessment
- 1.9 This assessment has been carried out as follows.
- 1.10 The present-day condition of the site and the surrounding area was ascertained by site visits, supported by a study of maps and aerial photographs (available on the internet as an integrated set of data at www.google.co.uk/maps). Site visits allowed the accuracy of record data to be verified. Record photographs were taken on site visits.
- 1.11 Buildings, open spaces, townscape and views that have the potential to be affected by the proposed development, particularly those that have been previously identified as significant by designation or in other ways, are identified through this process. The study area is formed of those areas around the Site on which the proposed development could have a significant effect in townscape terms, informed by site visits and desk study as outlined above.
- 1.12 The effects on these buildings, open spaces, townscape and views are studied, by the designers of the proposed development in collaboration with the authors of the TVIR, as part of the process of developing the design. This process includes digital modelling of the designs as they are developed, so that the visual impact can be tested.
- 1.13 The impacts of the proposed development, in the form in which it is submitted for planning permission, on townscape and views are assessed by the townscape assessors. This assessment is informed by computer generated images showing ‘as existing’ and ‘as proposed’ views from selected viewpoints.

Identification of townscape character areas (TCAs)
- 1.14 Townscape is characterised by dividing the study area into geographical areas which have readily identifiable characteristics in common. These characteristics may include topography; other natural characteristics such as waterways; patterns of land use; urban grain; and building form. Where there are major elements of infrastructure such as roads and railways, these often serve to divide one area from another. The division of an urban area into townscape character areas (TCAs) is carried out by a combination of professional judgement, and the study of documents, as described above. This exercise also takes into account significant designations such as conservation areas and townscape characterisations (if
- any) produced by the local authority or by others, as well as site allocations and any relevant associated guidance forming part of the local development plan.
- Identification of viewpoint locations
- 1.15 A study was undertaken to establish a set of potential viewpoint locations from which ‘before and after’ views are provided. The study area is centred on the site and is limited to locations from which the site can be seen, or from which new buildings on the site would be seen.

1.16 Within this study area, four types of viewing location, all publicly accessible, were identified:
 - Views that have been identified as significant, by the the Council or others (for example, the GLA), i.e. in planning policy and guidance documents and conservation area appraisals;
 - Other locations or views of particular sensitivity, including those viewpoints in which the proposed development may significantly affect the settings of heritage assets;
 - Representative townscape locations from which the proposed development will be visible; and
 - Locations where there is extensive open space between the viewer and the proposed development so that it will be prominent rather than obscured by foreground buildings. This includes areas of open space that are important in a local context, e.g. for leisure purposes, or river-side paths.

1.17 The set of viewpoints was chosen to cover:
 - A representative range of viewpoints from different directions from which the proposed development will be visible;
 - A range of distances from the site; and
 - Different types of townscape area.
- Possible locations in these categories within the study area were identified based on an examination of maps and aerial photographs; the documents referred to above; maps of conservation areas and maps and lists of listed buildings. The study area and the possible locations were then visited to establish candidate viewpoints. A photographic record was made of this visit together with a map showing photo locations. The viewpoint locations and view type (render or wireline) have been determined and agreed after consultation with officers at the Council, including a site visit with a senior planner in the conservation team.
- Assessment
- 1.18 For the 25 identified views illustrated in Section 5, there are images of the view as existing and as proposed provided as ‘Accurate Visual Representations’ (AVRs). AVRs are provided either as rendered (photorealistic) images or as ‘wirelines’ (diagrammatic representations showing the outline of the proposed development as a blue outline, which is dashed where the scheme is occluded by foreground development). Rendered and wireline images illustrate accurately the degree to which the development will be visible, and its form in outline. The rendered images also show the detailed form and articulation of the buildings.

1.19 AVRs are produced by accurately combining images of the proposed development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The AVRs were created by Miller Hare, a firm which specialises in the production of these images, and their methodology is included at Appendix A.

1.20 In the case of views 6 (a and b), 10, 11 and 12, the images have been extended vertically through use of a shift lens in order to allow the full height of the Proposed Development to be shown in the as proposed views.

1.21 The assessment of individual views, and the concluding section concerning impact on townscape, which is informed by the view assessments, considers the effect on the townscape and views as they will be experienced by viewers in reality. Photographic images of townscape are no more than an approximation to this, for a number of reasons:
 - Viewers have peripheral vision; their view is not restricted by borders as a photograph is, and they can move their eyes and heads to take in a wide field of view when standing in one place;
 - Viewpoints themselves are not generally fixed. Townscape is experienced for the most part as a progression of views or vistas by people who are moving through streets or spaces rather than standing still;
 - Photographs do not reflect the perception of depth of field as experienced by the human viewer due to parallax;
 - Before and after views illustrate the view in conditions that are particular in respect of time of day and time of year, daylight and sunlight, and weather, and the view will appear differently to varying degrees when any or all of these things vary; and
 - Townscape is experienced not by the eye alone but by the interpretation by the mind of what the eye sees, considered in the light of experience, knowledge and memory.
- September 2022 Townscape, Visual Impact and Heritage Report 1 Museum Street, Holborn, London WC1A 5

- 1.22 The 'as proposed' images are provided as a guide to the effect on views as they would be experienced on site; to act as an aide-memoire; and to assist site visits. The assessment provided in this TVIR represents a professional judgement of the likely effect of the proposed development on the view or the townscape, informed by site visits as well as the photographic images provided, rather than an assessment of the photographic images.

2 Planning policy and guidance

2.1 This section sets out an overview of aspects of national, London-wide and local planning policies and guidance that are most relevant to this assessment and the appearance and visual impact of the Proposed Development.

Legislation and Statutory Duties

The Planning (Listed Buildings and Conservation Areas) Act 1990 ('the Act')

Listed Buildings

2.2 Section 66(1) of the Act states that, when considering applications for planning permission which affect a listed building or its setting, local authorities should have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Conservation Areas

2.3 Section 72 of the 1990 Act requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

National planning policy and guidance

The National Planning Policy Framework, 2021

2.4 The Government issued the latest version of the National Planning Policy Framework (NPPF) in July 2021. The NPPF sets out planning policies for England and how these should be applied.

2.5 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three overarching objectives; economic, social and environmental. The NPPF states, at paragraph 10, that 'at the heart of the Framework is a presumption in favour of sustainable development.'

NPPF Section 12: Achieving well-designed places

2.6 Section 12 of the NPPF deals with design. At paragraph 126, the NPPF states that 'Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

2.7 Paragraph 130 notes that 'Planning policies and decisions should ensure that developments:

- a. will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b. are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

- c. are sympathetic 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);
- d. establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e. optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f. create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

2.8 Paragraph 134 states that 'Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes'. It goes on to say that 'Conversely, significant weight should be given to:

- a. development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or
- b. outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.'

2.9 Section 16 of the NPPF deals with conserving and enhancing the historic environment. It applies to plan-making, decision-taking and the heritage-related consent regimes under the 1990 Act.

2.10 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).'

2.11 The NPPF notes, at paragraph 189, that heritage assets 'should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.'

2.12 The NPPF requires an applicant to describe the heritage significance of any heritage assets affected by a proposal, including any contribution made by their setting (para 194). It goes on to say that 'the level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.'

2.13 The NPPF identifies three key factors that local authorities should take into account in determining applications (para 197):

- a. 'The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b. The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c. The desirability of new development making a positive contribution to local character and distinctiveness.'

2.14 Paragraph 199 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that 'this is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.'

2.15 The setting of a heritage asset is defined in Annex 2 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.'

2.16 The NPPF states, at paragraph 201, that where a proposed development would lead to 'substantial harm' or total loss of heritage significance of a designated heritage asset, consent 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', or all of a number of specified criteria apply, including that the nature of the heritage asset prevents all reasonable uses of the site.

2.17 Where a development proposal will lead to 'less than substantial' harm to the heritage significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (paragraph 202).

2.18 Paragraph 203 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the heritage significance of the heritage asset.

2.19 The NPPF requires local planning authorities to look for opportunities for new development within conservation areas and World Heritage Sites (WHSs) and within the setting of heritage assets to enhance or better reveal their heritage significance. Paragraph 206 goes on to say: 'Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably'.

2.20 Paragraph 207 states 'Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance' and that 'Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area ... should be treated either as substantial harm under paragraph 201 or less than substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area ... as a whole'.

Planning Policy Guidance

2.21 The national Planning Practice Guidance (PPG) was launched on the 6th March 2014 and provides a web-based resource in support of the NPPF. It is updated on an ongoing basis, and the parts cited below are current at the time of writing (June 2022).

2.22 The PPG includes a section called 'Design: process and tools' which 'provides advice on the key points to take into account on design'. This was issued on 1 October 2019; it replaces a previous section called 'Design'.

2.23 The PPG deals with the processes of the planning system with respect to design, and notes that guidance on good design is set out in the National Design Guide.

2.24 The PPG includes a section called 'Historic environment' which was updated on 23 July 2019. It explains which bodies are responsible for the designation of HAs and provides information on heritage consent processes.

2.25 The PPG considers the factors that should inform decision taking about developments that would affect HAs. It notes that 'HAs may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a HA, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals...' (18a-007-20190723). It goes on to say 'understanding the significance of a heritage asset and its setting from an early stage in the design process can help to inform the development of proposals which avoid or minimise harm' (18a-008-20190723). It states that in assessing proposal, where harm is found, the extent of harm should be 'clearly articulated' as either 'substantial' or 'less than substantial' (18a-018-20190723).

2.26 The PPG notes that setting is defined in the NPPF and that ‘all heritage assets have a setting, irrespective of the form in which they survive and whether they are designated or not. The setting of a heritage asset and the asset’s curtilage may not have the same extent’ (18a-013-20190723). It goes on to say, ‘the extent and importance of setting is often expressed by reference to the visual relationship between the asset and the proposed development and associated visual/physical considerations. Although views of or from an asset will play an important part in the assessment of impacts on setting, the way in which we experience an asset in its setting is also influenced by other environmental factors such as noise, dust, smell and vibration from other land uses in the vicinity, and by our understanding of the historic relationship between places. For example, buildings that are in close proximity but are not visible from each other may have a historic or aesthetic connection that amplifies the experience of the significance of each’ (18a-013-20190723).

2.27 With regard to non-designated HAs, the PPG notes that ‘there are a number of processes through which non-designated heritage assets may be identified, including the local and neighbourhood plan-making processes and conservation area appraisals and reviews. Irrespective of how they are identified, it is important that the decisions to identify them as non-designated heritage assets are based on sound evidence.’ It states ‘it is important that all non-designated heritage assets are clearly identified as such’ noting it is ‘helpful if local planning authorities keep a local list of non-designated heritage assets, incorporating any such assets which are identified by neighbourhood planning bodies’ (18a-040-20190723).

The National Design Guide

2.28 The National Design Guide (September 2019, last updated January 2021) (‘NDG’) states (paragraph 3) that it ‘forms part of the Government’s collection of planning practice guidance’.

2.29 At paragraph 21 the NDG states that well-designed places are achieved by making the right choices at all levels, including:

- ‘The layout (or masterplan)
- The form and scale of buildings
- Their appearance
- Landscape
- Materials; and
- Their detailing’

2.30 At paragraph 36 the NDG sets out ten characteristics which contribute to the character of places, nurture and sustain a

sense of community, and address issues affecting climate. These are described as follows:

- ‘Context – enhances the surroundings.
- Identity – attractive and distinctive.
- Built form – a coherent pattern of development.
- Movement – accessible and easy to move around.
- Nature – enhanced and optimised.
- Public spaces – safe, social and inclusive.
- Uses – mixed and integrated.
- Homes and buildings – functional, healthy and sustainable.
- Resources – efficient and resilient.
- Lifespan – made to last.’

Historic England Advice Note 4 – Tall Buildings (2022)

2.31 This document sets out advice on planning for tall buildings within the historic environment. It supersedes Advice Note 4 issued by HE in 2015. It notes that “alternative approaches may be equally acceptable, providing they are demonstrably compliant with legislation and national policy objectives.”

2.32 Paragraph 1.3 states that when planning for tall buildings it is important to avoid or minimise impacts on the significance of heritage assets, and principles to consider that help to do this include::

- A plan-led approach to tall buildings to determine their location;
- Evidence base exploring alternative options for location and heights;
- Decision making informed by understanding of place, character and historic significance;
- Tall building proposals which take account local context and historic character; and
- Early and effective engagement at plan-making and decision-taking stages including the use of design review panels.

2.33 Paragraph 3.1 states that “In the right locations tall buildings can support major change or regeneration which positively influencing place-shaping and conserving the historic environment” and that “in the right place well-designed tall

buildings can make a positive contribution.” It notes that several tall buildings are listed.’

2.34 Paragraph 3.2 states that if a tall building is not in the right place, by virtue of its size and visibility. It can harm the qualities of place that people value. It continues that there are places which are so distinctive, where the level of heritage significance is so great, that tall buildings will be too harmful, regardless of the perceived quality.

2.35 Paragraph 3.3 notes that the following factors – quality of place, heritage, visual, functional, environmental and cumulative – need to be considered when determining the impacts of a tall building could have on the historic environment.’

2.36 Paragraph 3.4 and 3.4 notes that tall buildings vary in their impact depending on their height, mass and locations, and what is considered tall depends on the nature of the local area. Definitions of tall buildings vary, but in general they should be informed by local character.

2.37 Section 4, Development plans, covers the production of development plans and tall building policies, summarising the main considerations for a plan led approach for tall buildings within the historic environment.

2.38 Section 5, Developing proposals for tall buildings, stresses the need to have a good understanding of significance of any heritage assets that may be affected by the proposal, as well as the character of the place. It states that supporting information required describing the impacts on the historic environment should be proportionate, precise and accurate.

2.39 Section 6, Assessing proposals, notes that many of the heritage implications that arise with proposals for tall buildings are the same for other applications, and advice set out in HE’s GPA Managing Significance in Decision Taking note 2 is relevant. However, issues which frequently arise include location and height parameters; context and local character; high quality design; significance and risk of harm to the significance of heritage assets; and cumulative impacts.

2.40 Paragraphs 6.3 states that the key considerations for local authorities is the ability to secure public benefits from tall building developments.

2.41 Paragraph 6.4 continues that the extent, nature and justification of public benefits will be carried out by decision makers in light of potential harm and long-term impacts on the significance of heritage assets and the integrity of historic townscapes. It states that the “conservation of the historic environment is itself a public benefit and secures its existence for future generations.”

Regional planning policy and guidance

The London Plan (2021)

2.42 The London Plan is ‘the overall strategic plan for London.’ The policies most relevant to townscape and visual impact are found in Chapter 3, ‘Design,’ and Chapter 7, ‘Heritage and Culture.’

2.43 Policy D1 on ‘London’s form, character and capacity for growth’ highlights the necessity for Boroughs to identify an area’s capacity for growth by undertaking an assessment of the ‘characteristics, qualities and values of different places’. This should include the consideration of urban form and structure, historical evolution and heritage assets, and views and landmarks.

2.44 Policy D3 on ‘Optimising site capacity through the design-led approach’ states that ‘All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations.’ The policy states that development proposals should ‘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.’ Development should ‘respond to the existing character of a place’, and ‘provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest.’ The policy further states that development design should ‘be of high quality, with architecture that pays attention to detail,’ and use ‘attractive, robust materials which weather and mature well’.

2.45 Policy D8 on ‘Public realm’ states that development plans and proposals should ensure that the public realm is ‘...well-connected, related to the local and historic context...’. It states that there should be ‘a mutually supportive relationship between the space, surrounding buildings and their uses’ and that development should ‘ensure that buildings are of a design that activated and defines the public realm, and provides natural surveillance.’

2.46 Policy D9 on ‘Tall buildings’ notes that the height of what is considered a tall building should be defined in development plans and identified on maps, and that although this will vary in different parts of London, ‘should not be less than 6 storeys or 18 metres’. The policy also notes that ‘tall buildings should only be developed in locations that are identified as suitable in Development Plans.’

2.47 Policy D9 also notes that the views of buildings from different distances should be considered. This includes long-range views (developments should make a ‘positive contribution to the existing and emerging skyline and not adversely affect local or strategic views’), mid-range views (developments

	should a ‘positive contribution to the local townscape in terms of legibility, proportions and materiality’), and immediate views (developments should ‘have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street’). Proposals should ‘take account of, and avoid harm to, the significance of London’s heritage assets and their settings’ and should ‘positively contribute to the character of the area.’. It goes on to note that the architectural quality and materials should be of an exemplary standard. Buildings that are situated in the setting of a World Heritage Site ‘must preserve, and not harm, the Outstanding Universal Value of the World Heritage Site, and the ability to appreciate it.’ Buildings near the River Thames should protect the open quality of the river, including views.				
2.48	Policy HC3 on ‘Strategic and Local Views’ states 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.’ The Mayor will identify Strategically-Important landmarks within designated views and will ‘seek to protect vistas towards Strategically-Important Landmarks by designating landmark viewing corridors and wider setting consultation areas. These elements together form a Protected Vista’. The Mayor will ‘identify and protect aspects of views that contribute to a viewer’s ability to recognise and appreciate a World Heritage Site’s authenticity, integrity and attributes.’				
2.49	Policy HC4 on the ‘London View Management Framework’ states that ‘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.’ It notes that development should not be ‘intrusive, unsightly or prominent to the detriment of the view’, when it falls within the foreground, middle, or background of a designated view. With regard to protected vistas, development should protect and enhance, not harm, the viewer’s ability to recognise and appreciate the strategically important landmark, and it should not harm the composition of the protected vista, whether it falls within the wider setting consultation area or not.				
	London View Management Framework (March 2012)				
2.50	The London View Management Framework was adopted in March 2012 and aims to protect strategic views within the city. The Site is potentially relevant to the LVMF views 16A.1 from the South Bank; 18B.2 from Westminster Bridge; 19A.1 from the centre of Lambeth Bridge; and 19A.2 from close to the Lambeth bank on Lambeth Bridge. These views are provided within this report.				
	Local planning policy				
	London Borough of Camden: The Camden Local Plan (July 2017)				
2.51	The Camden Local Plan was adopted on 3rd July 2017. It replaced the Core Strategy and the Camden Development Policies. It covers the period up until 2031, and will aim to help the delivery of the Council’s vision for Camden.				
2.52	Policy D1 on ‘design’ states the Council will seek to secure high quality design requiring, inter alia, that development: <ul style="list-style-type: none"> d. respects local context and character; e. comprises details and materials that are of high quality and complement the local character; f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage; j. responds to natural features and preserves gardens and other open space; k. incorporates high quality landscape design; and m. preserves strategic and local views.’ 				
2.53	In respect of tall buildings, the Policy states that ‘all of Camden is considered sensitive to the development of tall buildings’ and particular attention will be given to a number of criteria in assessing tall building applications as follows – <ul style="list-style-type: none"> p. how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline; q. the historic context of the building’s surroundings; r. the relationship between the building and hills and views; s. the degree to which the building overshadows public spaces, especially open spaces and watercourses; and t. the contribution a building makes to pedestrian permeability and improved public accessibility.’ 				
2.54	The policy states that the Council expects excellence in architecture and design.				
	London Borough of Camden: Camden Site Allocations, Local Development Document (2013)				
2.55	The northern part of the Site (West Central Street) is covered by a site allocation relating to almost the entire urban block within which it sits (excluding the public house at No. 33 New Oxford Street) – Site 18: Land Bound by New Oxford Street, Museum Street and West Central Street. The site allocation guidance is for ‘Mixed use development provided by conversion, extension or partial redevelopment including retail, offices and permanent self-contained Class C3) residential accommodation at upper levels’. It further states that development will be expected to, inter alia, <ul style="list-style-type: none"> ‘Optimise the potential of the site to provide new housing (including affordable housing) while minimising potential conflict between residential and other uses’; ‘Retain and preserve the architectural and historic character of the listed buildings and other heritage assets on the site’; ‘Preserve and enhance the character and appearance of the Bloomsbury Conservation Area, the setting of listed buildings including the British Museum and sustain and enhance the other buildings which positively contribute to the conservation area’; ‘Maintain an active frontage to New Oxford Street.’ Make a contribution to improving the public realm providing more pedestrian space in the vicinity of the site.... Provide or contribute to the provision of new open space... 				
	London Borough of Camden: Draft Camden Site Allocations Local Plan (2020)				
2.56	A consultation on an updated Site Allocations document took place in February and March 2020. This included a site allocation for the Site i.e. the whole of the 1 Museum Street and West Central Street site that is subject to the current planning application. Draft Policy HCG3 states that the site is allocated for ‘mixed-use development including hotel, self-contained homes, office and retail’. It goes on to state that development must – <ul style="list-style-type: none"> ‘Ensure that any new buildings are designed to respond to the site’s varied context, including listed buildings, the settings of specific heritage assets and the Bloomsbury conservation area. Ensure that any replacement building is of a height and massing that can successfully integrate with the surrounding townscape. 				
					<ul style="list-style-type: none"> Maximise active ground floor uses, either through retail or front doors and windows that create lively and well-overlooked streets on Museum Street, West Central Street and High Holborn. Respond and contribute to the planned streetscape improvements and provide public space on Museum Street and West central Street. Explore options for providing a public route with active ground floor uses, primarily shops and restaurants, through the site on the axis with Coptic Street. Maximise opportunities for high-quality urban greening, in particular along the wide pavement on Museum Street.’
2.57	The accompanying text notes that while the existing tower is one of the tallest buildings in the area, ‘...a more elegant and refined tower could more successfully integrate with the surrounding townscape and the Bloomsbury conservation area.’				
	Supplementary Planning Documents, Guidance and other				
	Camden Planning Guidance – Design (2021)				
2.58	The Camden Planning Guidance on Design (Design CPG) was published in January 2021 and supports the local plan. It gives information on detailed design issues, including design excellence and heritage, and supports policies D1 and D2 (amongst others) in the Camden Local Plan.				
2.59	In terms of the key messages on Design Excellence, the guidance states that schemes should consider the development’s local context, in addition to the design of the building itself; consider use and function; use good quality sustainable materials; create well connected public spaces and good quality public realm; look for opportunities for improving the character and quality of an area; and promote health and well-being.				
2.60	On ‘Understanding and responding to context’, the guidance states that good design should respond appropriately to the existing context by, inter alia: <ul style="list-style-type: none"> ‘ensuring the scale of the proposal overall integrates well with the surrounding area. carefully responding to the scale, massing and height of adjoining buildings, the general pattern of heights in the surrounding area. positively integrating with and enhancing the character, history, archaeology and nature of existing buildings on the site and other buildings immediately adjacent and 				

	<p>in the surrounding area, and any strategic or local views, vistas and landmarks. This is particularly important in conservation areas.</p> <ul style="list-style-type: none"> • respecting and sensitively responding to the natural and physical features, both on and off the site... • consider and achieve good connectivity to, from, around and through the site for people using all modes of transport, including pedestrians, cyclists, wheelchair users, those with visual impairments, people with pushchairs, and motorised vehicles’. 	<p>considering context, the design of a building and/or groups of buildings should:</p> <ul style="list-style-type: none"> • ‘take into account the proposed use, and the needs of the expected occupants of the buildings and other users of the site and development; and • provide clear indication of the proposed use/s... • take into account both local and London wide strategic views, and particularly where the site is within a recognised strategic viewing corridor (as shown on the Policies Map).... • consider the degree of openness of an area and open spaces...; • seek to contribute to the character; • seek to provide visual interest for onlookers, from all aspects and distances. This will involve attention given to both form and detail; • consider opportunities for overlooking of the street and, where appropriate, provide windows, doors and other ‘active’ features at ground floor; and • carefully incorporate external facilities ... into the design of the development. Careful consideration must be given to ensure that the facility does not harm the built environment’. 	<ul style="list-style-type: none"> • The contribution a building makes to pedestrian permeability and improved public accessibility; • The relationship between the building and hills and views; • The degree to which the building overshadows public spaces, especially open spaces and watercourses; and • The historic context of the building’s surroundings.’
2.61	<p>Under the heading ‘Urban layout and townscape’, the guidance notes that the design of a building and/or groups of buildings should carefully consider accessibility and permeability between the development site and its surroundings, and</p> <ul style="list-style-type: none"> • ‘new development should be designed to integrate well with the existing surrounding layout to create well connected places and spaces that complement one another. • development should be designed to connect well with existing routes. • development layout should be designed to be flexible and adaptable for future uses. • the layout of places whether new or existing should be designed to respond positively to or improve where possible the prevailing layout. • development form and layout must also be appropriately designed to respond sensitively to the surrounding area with regard to density, scale and massing. • The layout of places whether existing or new should be considered in relation to: <ul style="list-style-type: none"> – Adjoining buildings – Streets and spaces – The topography – The general pattern of building heights in the surrounding area – Views – Vistas and landmarks into and outside of the development site’. 	<p>2.63 Under the heading ‘Materials: contextual, durable and sustainable’, the guidance states that materials should form an integral part of the design process and should:</p> <ul style="list-style-type: none"> • ‘Be contextualDecisions on the materials used in a development scheme should be informed by those used in the local area. • Respond to existing heritage assets and features by relating to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings. • Be durable and fit for purpose... • Be sustainable and environmentally friendly...’ 	<p>2.65 The guidance further states, inter alia, that ‘...the base of a building formed by a podium should relate to the prevailing height of other buildings forming the street frontage...’ and ‘...careful consideration must be given to the impact of a proposal on the sky view and skyline from the public realm.’</p> <p>London Borough of Camden Draft Holborn Vision and Urban Strategy (2019)</p> <p>2.66 The draft Holborn Vision and Urban Strategy was issued for consultation in 2019.The process is currently on pause due to Covid. It sets out guidance to help coordinate development and investment in the Holborn area and it is intended that the final document will be adopted as a Supplementary Planning Document (SPD).</p> <p>2.67 The site falls within part of the area covered by the draft SPD which is identified as the ‘Museum Quarter’. The SPD notes the desirability of improving pedestrian routes between Covent Garden and the British Museum. The site is noted as one with ‘greater development potential’, and key actions for the area include to ‘Encourage redevelopment of the Travelodge site in a manner that makes the maximum possible contribution to delivering the vision and objectives for Holborn’. The urban diagram for the area notes the potential for the redevelopment of Selkirk House and associated properties on West Central Street with ‘...active frontages, increased residential population, and through route on axis with Coptic Street with future potential to connect to Covent Garden’ and a new ‘pocket plaza and incidental seating’ on Museum Street.</p> <p>Bloomsbury Conservation Area Appraisal and Management Strategy (2011)</p> <p>2.68 The Bloomsbury Conservation Area Character Appraisal and Management Strategy was adopted on 18 April 2011. It identifies a number of character sub-areas within the conservation area. Part of the Site falls within the Bloomsbury Conservation Area Sub Area 8: New Oxford Street / High Holborn / Southampton Row.</p>
2.62	<p>On the subject of ‘Building design: form, function, layout and detailed design’, the guidance states that, in addition to</p>	<ul style="list-style-type: none"> • ‘How the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape, and how the top of a tall building affects the skyline; 	

3 The Site and its surroundings

Location

- 3.1 The Site is located in the area historically known as St. Giles, which is set between Covent Garden to the south and Bloomsbury to the north, in the London Borough of Camden. It is irregular in shape and straddles two urban blocks, with its northern boundary formed by New Oxford Street, its eastern boundary by Museum Street, its southern boundary by High Holborn, and its western boundary by the back of buildings on Grape Street and Shaftesbury Avenue (to the north-west). West Central Street runs through the centre of the Site and divides the two urban blocks within it. Part of the Site lies within the Bloomsbury Conservation Area.
- 3.2 The Site is occupied by a number of individual different buildings within the red line area, which include Selkirk House (1 Museum Street), 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street.
- 3.3 Selkirk House comprises a 17 storey building, which includes two basement levels, and a further partial basement level. Selkirk House is occupied by the former Travelodge hotel building and NCP car park. The former Travelodge building provided overspill accommodation from the primary Travelodge hotel building on the opposite side of High Holborn, however, the hotel use at the Site ceased all operation in June 2020. At lower levels there is an NCP car park set across basement to second floor level.
- 3.4 The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street. The basement, first and second floors of No. 39 – 41 are in office use with the upper floors of 35 – 37 being in residential use. Nos. 16a, 16b and 18 West Central Street were previously in use as a nightclub at basement level with offices above.
- 3.5 The West Central Street component of the Site falls within the Bloomsbury Conservation Area. There are no listed buildings on the Site. Grade II listed buildings adjoin the Site boundary at 43-45 New Oxford Street and 16 West Central Street. No. 33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street are each identified as ‘positive contributors’ in the Conservation Area Appraisal. The shopfronts at numbers 10 and 11 Museum Street are identified separately as positive contributors to the Conservation Area. Selkirk House sits outside the Conservation Area boundary which runs along West Central Street.
- 3.6 The Site is located in close proximity to a number of well known, large-scale developments including Centre Point, Central St Giles, and the Post Office Building development directly adjacent. The grade I listed British Museum lies approximately 200m north of the Site, and Museum Street forms part of one possible north-south route for pedestrians moving between Covent Garden and the Museum.

- 3.7 High Holborn and New Oxford Street are major routes running east-west through central London. The site benefits from a PTAL rating of 6b being close to three underground stations, namely Holborn to the east, Tottenham Court Road to the south-west (also including the future Crossrail station) and Covent Garden to the south. This area of London is very well served by bus routes on High Holborn and New Oxford Street. High Holborn and New Oxford Street are also on the London Cycle Network and experience high levels of commuter cycling.
- 3.8 There are high levels of pedestrian movement in the area surrounding the site and this is expected to increase now the Elizabeth line has opened. The Site is situated within an urban island bounded and fragmented by a busy multi-lane, one-way system.
- 3.9 Public realm improvements are being brought forward as part of the West End Project, which will link in with the popular tourist routes from either Leicester Square or Covent Garden to the British Museum. Works are currently under way on the West End Project and this will make significant improvements, easing congestion and rebalancing the priority of public realm towards the pedestrian and cyclist.

The existing buildings on the Site

- 3.10 The first urban block partly occupied by the Site, the northern-most of the two which contains the West Central Street component of the Site, is bounded by New Oxford Street to the north, Museum Street to the east, and West Central Street to the west and south. The buildings within this part of the Site – Nos. 35-37 and 39-41 New Oxford Street; Nos. 10 – 12 Museum Street; and 16a, 16b and 18 West Central Street – range from one to four storeys in height. The part of the Site within this block is covered by the Bloomsbury Conservation Area (CA) and most of the buildings within this part of the Site have been identified as positive contributors to the CA.
- 3.11 Nos. 35 and 37 New Oxford Street are four storeys high and date from the 19th century. They are stucco faced, with later shopfronts at ground floor level. Nos. 39-41 is a four storey building with a frontage dating from the 1920s, with a shopfront at ground floor level. Nos. 10-12 Museum Street comprise four storey, 19th century buildings, with boarded up shopfronts at ground level. Nos. 16a, 16b and 18 West Central Street are a series of buildings between one and three storeys in height. The western frontage of these buildings is in stucco, while the southern frontage is painted black and blue and is in a generally poor state of repair. The existing buildings on the Site within this northern urban block appear tired and run down. Those on West Central Street, in particular, have frontages that are in a poor state and offer no active frontages or natural surveillance, contributing to a dispiriting pedestrian experience along both parts of West Central Street.
- 3.12 The wider urban block containing the buildings above includes three other buildings outside the Site boundary, all 19th

century in origin. No. 33 New Oxford Street, on the north-east corner of the urban block, is a five-storey building with ground floor public house; No. 43 New Oxford Street is a five-storey building with ground floor restaurant use; and No. 45 New Oxford Street, on the north-western corner of the urban block, is a three-storey building with ground floor retail use, incorporating a two storey block at No. 16 West Central Street to its south. Nos. 43-45 New Oxford Street are grade II listed (and that listing includes No. 16 West Central Street).

- 3.13 The second urban block partly occupied by the Site, containing the Selkirk House component of the Site, is bounded by West Central Street and Shaftesbury Avenue to the north, Museum Street to the east, High Holborn to the south, and Grape Street to the west. This is the larger of the two blocks. The part of the Site within this urban block lies outside the Bloomsbury Conservation Area (although buildings within the urban block and outside the Site boundary, along Grape Street and at the northern end of the block, are covered by the conservation area).

- 3.14 Selkirk House comprises a tower set within a four storey car park along Museum Street (set back from the road behind a paved forecourt) and West Central Street, and a three storey podium along High Holborn. The massing of the Selkirk House tower is that of a uniform slab block, undifferentiated in form through its height. There is a relief sculpture on the return flank elevation of the podium to Museum Street. Other than this, the existing Selkirk House and car park do nothing to animate or enliven Museum Street and indeed detract from its quality, presenting a built edge dominated by roller shutters at ground floor level, and blank facades above. The car park and podium act to block movement south from the western section of West Central Street to High Holborn.



Figure 1 – the site seen from the junction of New Oxford Street/ Coptic Street.

The Site's urban blocks and immediate surroundings

- 3.15
- There are a number of buildings which lie north of the Selkirk House part of the Site and opposite the West Central Street part of the Site (within the Selkirk House urban block). These include No. 14 West Central Street, a four storey former fire station of stock brick and dating from the late 19th century; the Bloomsbury Public House, an early 20th century grade II listed public house; and Queen Alexandra Mansions (listed grade II), which adjoins The Bloomsbury to the west and has a frontage which continues down Grape Street, adjoining the Site's boundary on the western side. These red brick buildings have terracotta dressings and shops at ground floor level. The remainder of the eastern side of Grape Street adjoining the Site comprises four and five storey office buildings with ground floor retail units, of red brick with terracotta dressings, dating from the early 20th century.
- 3.16
- Beyond the Site's two urban blocks, the buildings immediately adjoining or facing the Site are as follows. Opposite the Site to the north is a four storey building at 30-34 New Oxford Street and 18 Museum Street which dates from the 1980s, to

judge by the post-modern style of its elevations and evidence from maps; and to its west, a short terrace of four storey 19th century buildings at Nos. 36-42 New Oxford Street, the elevations of which feature strongly expressed pilasters and elaborate reliefs set within the window surrounds and capitals.

- 3.17
- A nine-storey building known as 10 Bloomsbury Way is located north-east of the Site, on a triangular site at the junction of Bloomsbury Way and High Holborn. This brick and stone building originally dates from the 1940s but has been refurbished and extended in recent years.
- 3.18
- To the east of the Site, on the opposite side of Museum Street, lies the recently completed Post Building, designed by AHMM. This rises to nine storeys in height, with an inset plant level above.
- 3.19
- To the south of the Site, on the opposite side of High Holborn, a ten storey concrete hotel building occupies the corner to Drury Lane (part of the Travelodge complex). A 13 storey student residential building, predominantly in red brick, adjoins it to the west. An eight/nine storey office building

with an extensively glazed frontage ('The Place') adjoins that building to the west and an 11/12 storey office building ('Berkshire House'), incorporating the Oasis leisure centre, completes the southern frontage along High Holborn as far as Endell Street. These four buildings form a continuous street frontage to High Holborn, and are all of a similar height.

Historical development of the area

- 3.20
- The historical development of the area and the site is considered in Part 2 of this TVIHR, the Built Heritage Report (BHR).

The wider area

- 3.21
- The area surrounding the Site has been split into townscape character areas ('TCAs') for the purpose of this assessment. The TCAs are identified on the map at Figure 3 and are listed below:
- TCA A: High Holborn and New Oxford Street
 - TCA B: Bloomsbury
 - TCA C: Seven Dials and north of Covent Garden
 - TCA D: High Holborn
 - TCA E: St Giles
- 3.22
- Part 2 of this TVIHR identifies all heritage assets within a 300m radius of the centre of the site, and all grade I and II* listed buildings or registered parks and gardens of special historic interest ('RPGSHI') within a 500m radius of the centre of the Site. The heritage assets within these study areas have also been set out below under the TCA in which they fall, in order to inform the assessment of the character and overall sensitivity of TCAs. More detailed consideration of the identified heritage assets is contained in Part 2. Where a Conservation Area falls within more than one TCA, it is considered under the TCA within which most of it lies. The identified heritage assets within the radii set out above are shown within the relevant TCAs on the map at Figure 4.
- 3.23
- The effect of the Proposed Development on the identified heritage assets in respect of their heritage significance is assessed in Part 2, the BHR, of this TVIHR.
- TCA A – High Holborn and New Oxford Street**
- 3.24
- This TCA includes the Site and the areas immediately surrounding it. It is characterised by large scale buildings interspersed with smaller scale buildings, generally of an earlier period.
- 3.25
- The urban block in which the Site lies is situated in the centre of this TCA. To the east is a triangular block bound by New Oxford Street to the north, High Holborn to the south and

Museum Street to the west. Occupying the western portion of this block is the aforementioned Post Building. Adjoining it to the east is Commonwealth House, built in 1939 to the designs of H P Cart de Lafontaine, and recently refurbished. It has a prominent bullnose end with a clock at its eastern point; Pevsner notes '*its smart modernism expressed by mechanical horizontal bands of windows*'.

- 3.26
- The southern frontage of the stretch of High Holborn within this TCA comprises buildings of varying ages and styles. At the easternmost end lie the grade II listed Holborn Town Hall and Library, and Nos. 199-201 High Holborn; the former dates from the late 19th and early 20th centuries and is Ancaster and Portland stone faced, and the latter is a former factory and showroom dating from c.1870 in an Italianate Renaissance style. To the west and on the corner of Smart's Place is a nine storey tall, 1980s commercial building, and on the other side of the junction lies the Arab Press House at No. 184 High Holborn, a 1980s office building which has recently been redeveloped and extended. To the west is a three and four storey, early 20th century building with a brick frame, render details and large window openings.
- 3.27
- To the south of the Site is a block bounded by High Holborn to the north, Endell Street to the west, Short's Gardens to the south and Drury Lane to the east. This block including the Travelodge, The Place and Berkshire House buildings, as previously described. These buildings all rise to a broadly similar height and form a continuous street frontage to High Holborn, resulting in a somewhat 'samey' streetscape.
- 3.28
- To the west of the Site, the block bounded by Grape Street, Shaftesbury Avenue, Bloomsbury Street and High Holborn comprises grade II listed buildings dating from the early 20th century, including the Shaftesbury Theatre, which has a 2016 roof extension clad in weathered steel, designed by Bennetts Associates. North and west of here are two small areas of public realm which (at the time of writing) are subject to improvement works as part of the West End Project. A block of 19th century buildings fronts New Oxford Street to the north, including the grade II* listed James Smith and Sons Hazelwood House. The block bounded by Bucknall Street to the north and Dyott Street to the west comprises three buildings dating from the late 19th century onwards, including two grade II listed buildings. A nine storey office building fronts New Oxford Street to the north.
- 3.29
- The northern side of New Oxford Street comprises predominantly late 19th and early 20th century buildings ranging from four to five storeys. An extensively glazed modern building occupies the north-western corner with Bloomsbury Street, and a mid 19th century terrace with a later mansard roof lies on the north-eastern corner of this junction. As previously noted,



Figure 2 – the site seen from the north-east.

1 Cherry, B. & Pevsner, N. (1998): The Buildings of England: London 4: North, page 306

	<p>a stucco fronted, four storey terrace and a four storey 1980s commercial building lie opposite the Site. Tavistock Chambers, a late 19th century red brick building, lies to its east, on the eastern side of the junction with Museum Street.</p>			
3.30	<p>The following heritage assets identified in Part 2 of this report lie within this TCA:</p> <p><i>Listed buildings</i></p> <ul style="list-style-type: none">• Nos. 43 and 45 New Oxford Street, no. 16 West Central Street forms a short terrace and is listed grade II. It dates from 1843-7 and the buildings are stuccoed brick with banded quoins and rustication, and have 20th century ground floor shopfronts.• The Bloomsbury Public House, no. 236 Shaftesbury Avenue is listed grade II and dates from 1904. It was designed by C Fitzroy Doll. It is a four storey building of red brick with white terracotta decoration, with a two storey oriel with a copper dome over the entrance. The ground floor has been restored with late 20th century fenestration.• Shaftesbury Theatre is listed grade II. The theatre dates from 1911 and is by Bertie Crewe. The building is terracotta, stone and brick in an elaborate Renaissance style. The entrance bay (to the corner) is curved and has a cupola. The theatre has a later roof extension, completed in 2016.• Queen Alexandra Mansions, nos. 1-7 Grape Street and nos. 228-234 Shaftesbury Avenue are listed grade II and adjoin the Site to the north. Dating from 1902-8, these shops with mansion flats above are almost certainly by C Fitzroy Doll. The building has a five window range to Shaftesbury Avenue and eight to Grape Street, and is of red brick with terracotta dressings and tall chimney stacks.• King Edward Mansions and Sovereign House, nos. 2-20 Grape Street and nos. 210-226 Shaftesbury Avenue are listed grade II. These brick buildings date from 1902-8 and are almost certainly by C. Fitzroy Doll. They are of brick, with exuberant terracotta dressings and decorations, and high stacks, and feature oriels and turrets.• Nos. 199, 200 and 201 High Holborn are listed grade II. This former factory and showroom dates from c.1870 and is now an office block with a later shop. It is by WJ Trehearne and is a stuccoed Italianate Renaissance block of 5 storeys. The ground floor has Corinthian columns, with a 20th century shopfront between.• The drinking fountain at the junction with Shaftesbury Avenue, New Oxford Street, is listed	<p>grade II. This is a polished red granite fountain, in a Romanesque style, dating from 1897.</p> <ul style="list-style-type: none">• Bloomsbury Central Baptist Church, No. 235 Shaftesbury Avenue is listed grade II. This church dates from c.1845-8 and is by John Gibson. The church is grey brick with stone dressings and vertical bands, in an early Italian Gothic style.• James Smith and Sons, Hazelwood House, no. 53 New Oxford Street, is listed grade II*. This stuccoed building dates from the mid 19th century when New Oxford Street was laid out, under the supervision of Sir James Pennethorne. It is a shop with offices above, and has a mahogany shopfront with a cornice fascia with inscribing.• No. 233 Shaftesbury Avenue is listed grade II. This office block dates from c.1929 and is by Leo Sylvester Sullivan with carved details thought to be by Henry Poole. The building is steel-framed and faced in Portland stone in a Neo Egyptian style.• Holborn Town Hall and Library, High Holborn are listed grade II. The library (formerly St Giles' Library) dates from 1894 and is by W. Rushworth. The town hall, by Hall and Warwick dates from 1906-08. The buildings are Ancaster and Portland stone faced, the library with early French renaissance detail and the town hall in a similar style but with Baroque details. <p><i>Conservation Areas</i></p> <ul style="list-style-type: none">• Bloomsbury Conservation Area – see TCA B.• Seven Dials Conservation Area – see TCA C. <p><i>Locally listed buildings</i></p> <ul style="list-style-type: none">• No. 181 High Holborn is an early 20th century commercial building of brown brick with red brick dressings and contrasting rendered ground floor and elements.	<p>Hawksmoor (see below).Two blocks north of the site lies the British Museum, also listed grade I (see below). It is set back from Great Russell Street behind a formal forecourt area screened by a line of mature street trees.</p> <p>3.33 The grade II RPGSHI Bloomsbury Square, lies towards the east of this TCA, and the grade II* RPGSHI Bedford Square to the north-west.</p> <p>3.34 The following heritage assets identified in Part 2 of this report lie within this TCA:</p> <p><i>Listed buildings</i></p> <ul style="list-style-type: none">• Nos. 20 and 21 and attached railings, Bloomsbury Way are listed grade II. These terraced houses date from c.1760 and have later alterations. They are darkened brick with stucco to the ground floors.• Nos. 2 and 3 Bloomsbury Square are listed grade II. This college dates from 1887 and is by F. Pinches and is red brick with enriched ashlar dressings.• No. 23 and attached railings, Bloomsbury Way is listed grade II. This terraced house dates from c. 1750 and was possibly built by JI Devall. It is darkened yellow stock brick with a stone band at first floor level.• Nos. 5, 5A and 6 and attached railings and lamp holder, Bloomsbury Square are listed grade II*. These houses date from 1744 and are by Henry Flitcroft, thought to be built by JI Devall, in darkened multi-coloured stock brick.• No. 14 and attached railings, Bloomsbury Square is grade II listed. This is a four storey terraced house dating from 1662-5 and stuccoed c. 1750.• The Queen Mary Hall and YWCA Central Club and the attached railings, nos. 16-22 Great Russell Street, is listed grade II. This YWCA residential club dates from 1928-32 and is by Sir Edwin Lutyens. The building is brown brick and stone with a symmetrical façade and return in a Neo-Georgian style. Its main entrance has a stone doorcase made of Corinthian pilasters carrying an entablature with an open segmental pediment.• No. 98 and attached railings, Great Russell Street is listed grade II. This late 17th century terraced house was refronted in the late 19th century. The building is stucco with the ground floor rusticated.• No. 99 and attached railings to areas, Great Russell Street. This terraced house dates from c.1680-1700 and refronted in the later 19th century. The building is stucco with a rusticated ground floor. It has a symmetrical front with a square headed entrance with stone architraves.	<ul style="list-style-type: none">• Nos. 89, 90 and 91 and the attached railings, Great Russell Street are listed grade II. These three terraced houses are of darkened brick, with a rusticated stucco ground floor to no. 89. No. 89 dates from the earlier 19th century whilst nos. 89 and 91 are late 18th century but altered. Nos. 90 and 91 have later 19th century shopfronts.• 100, 101 and 102 Great Russell Street are listed grade II. They comprise three terraced houses in stucco dating from c. 1685-6 and refaced in the 19th century.• 103, 104, 105 Great Russell Street are grade II listed. comprise three terraced houses in brick, dating from the late 17th century, altered with 19th century fronts.• 106 Great Russell Street is listed grade II. It is a late 17th century house in brick, with late 18th century front.• 107 Great Russell Street is listed grade II. It is a late 17th century house in stucco, altered with mid-19th century and later front.• 43-48 Great Russell Street is listed grade II. This is a row of six stuccoed brick houses, with shops at ground floor level which date from about 1720, with mid-19th century refronting and outbuildings• No. 10 Bloomsbury Street is grade II listed. This is a house in multi-coloured stock brick which dates from c.1766, with 20th century shopfront.• Nos. 18-22 Bloomsbury Square are grade II listed. They comprise five terraced houses in brick.• Nos. 74 to 77 Great Russell Street are grade II listed. They comprise a terrace of four houses on the northern side the street, dating from c.1662-4 and altered in the mid 19th century• Nos. 1, 3 and 5 Bloomsbury Street are listed grade II. This is a terrace of three stuccoed houses with later shops, dating from c.1766-67 with altered fronts dating from c.1845. They were built by J Medlam and altered by H W Cooper.• Nos. 24-60 and attached railings, Bloomsbury Street are listed grade II. This is a terrace of 19 houses dating from c.1766. They are of yellow stock brick with tall slab chimney stacks.• The main entrance gateway, railings and attached lodges to the British Museum, Great Russell Street are listed grade II*. These date from 1849 and are by Sydney Smirke.
		3.32	<p>On the north side of Bloomsbury Way, east of Museum Street, is the grade I listed St George's Church, designed by</p>	

- **The pair of K6 telephone kiosks next to the western stone pier on the front boundary railings, British Museum, Great Russell Street** are listed grade II. This pair of telephone kiosks were designed by Sir Giles Gilbert Scott in 1935.

- **The pair of K6 telephone kiosks flanking the eastern stone pier to the front boundary railings, British Museum, Great Russell Street** are listed grade II. This pair of telephone kiosks were designed by Sir Giles Gilbert Scott in 1935.

- **The eighteen lamp posts on the forecourt of the British Museum, Great Russell Street** are listed grade II. These elaborate cast-iron lamp posts on stone plinths date from the mid 19th century.

- **The British Museum, Great Russell Street** is listed grade I. The British Museum dates from 1823-47 and was designed by Sir Robert Smirke, but with later additions. The building is Portland stone, with two main storeys in a Greek Revival style.

- **The British Museum King Edward VII Galleries and attached wall and lions, Montague Place,** is listed grade I. This museum gallery dates from 1905-14 and is by Sir John Burnet assisted by Thomas Tait. The building is of Portland stone and marble.

- **No. 5 Little Russell Street** is listed grade II. This house (originally part of a terrace) is stucco, and dates from the early 18th century and was refronted in the early 19th century.

- **Nos. 42-47 Museum Street** are listed grade II. This terrace of houses dates from c.1700 and was refronted 1855-64 by William Finch Hill. The terrace is stucco with a rusticated ground floor and has later shops.

- **Nos. 40 and 41 Museum Street** are listed grade II. These terraced houses with shops date from 1855-64 and are by William Finch Hill. They are stucco with rusticated pilaster strips. The shopfront of no. 40 was altered in the 20th century.

- **30 Coptic Street and 35 Little Russell Street** is listed at grade II. It is a former dairy in two buildings, built in 1888.

- **No. 27 Little Russell Street** is listed grade II. This former school (now flats) dates from 1879-80 and is by Joseph Peacock. It has a yellow brick front with red brick bands, quoins and dressings and some stone dressings.

- **Nos. 18-21 Little Russell Street** is listed grade II. This stucco terrace dates from the early 18th century and was refronted in the mid 19th century.

- **Museum Tavern, no. 49 Great Russell Street** is listed grade II. This public house dates from c.1855-64 and is by William Finch Hill and EL Paraire. It is stucco with a wooden pub ground floor in a modern French Renaissance style.

- **Nos. 37, 38 and 39 Museum Street** are listed grade II. These three terraced houses with shops date from 1855-64 and are by William Finch Hill. They are stucco in a modified French Renaissance style. Nos. 37 and 38 have 19th century shopfronts and no. 39 a 20th century shopfront.

- **Nos. 43-48 Great Russell Street** are listed grade II. This is a row of six stuccoed brick houses, with shops at ground floor level which date from about 1720, with mid-19th century refronting and outbuildings. They are by William Finch Hill, probably with E L Paraire.

- **Nos. 66 to 71 and attached railings, Great Russell Street** are listed grade II. This stuccoed brick terrace of six houses dates from 1777-8 and is by John Nash. No. 66 has a 20th century reproduction of a 19th century shopfront.

- **The Congress House including the forecourt and courtyard sculptures, nos. 23-28 Great Russell Street,** is listed grade II*. This building dates from 1953-7 and is by David du R Aberdeen, with sculptures by Jacob Epstein and Bernard Meadows. It is clad in polished granite and blue tiles, with aluminium windows. The principal elevation to Great Russell Street has a recessed and glazed ground floors and upper floors of continuous strips windows which alternate with bands of granite cladding.

- **White Hall Hotel (nos. 9-11) and attached railings, Bloomsbury Square** are listed grade II. These terraced houses date from c.1662-5 and were built by T Cox. They have many 18th and 19th century alterations.

- **The Church of St George and attached railings, gates and lamps, Bloomsbury Way** is listed grade I. The church dates from 1716-31 and is by Nicholas Hawksmoor. It was re-ordered in 1781, restored in 1870 by GE Street and in 1972-4 by Lawrence King. The church is stone faced brick, with a Roman Corinthian portico on a podium to the south façade. The north façade has Corinthian pilasters to the first floor and half-columns to the second.

- **Royal Pharmaceutical Society** is grade II listed. This is a four storey terraced house above basement on the western side of Bloomsbury Square.

- **Dominion Theatre** is grade II listed. It is a theatre which dates from 1928-9 and was designed by W and

TR Milburn. It has a steel-framed construction with Portland stone façade

- **The Plough** is grade II listed. It comprises a public house and a set of seven four storey terraced houses. They are in a modified French Renaissance style and have stucco façades.

- **Nos. 1-10 and attached railings, Bedford Square** are listed grade I. This terrace of 10 houses forms the eastern side of Bedford Square and date from 1775-1786 The buildings are three storeys high (plus attic and basement) and of yellow stock brick (no. 6 is stuccoed).

- **The statue of Charles James Fox at the north end of the garden, Bloomsbury Square** is listed grade II*. This statue comprises a bronze figure on a granite pedestal, set on three steps and a plinth of Portland stone. It was completed in 1814 and erected in 1816, and sculpted by Richard Westmacott the younger.

- **Nos. 40-54 and attached railings, Bedford Square** are listed grade I. This terraced of 15 houses was built by W Scott and R Grews and probably designed by Thomas Leverton or Robert Palmer for the Bedford Estate. The houses are yellow stock brick with a stucco band, with the central houses (no. 46 and 47) stuccoed.

- **Nos. 28-38 and attached railings, Bedford Square** are listed grade I. This is a terrace of 11 houses, dating from 1776-81 and built by W Scott and R Grews; perhaps designed by either Thomas Leverton or Robert Palmer for the Bedford Estate. The houses are stock brick with a stucco band at first floor level, and form a symmetrical terrace. The centre house (no. 32) is stuccoed.

- **Nos. 12-27 and attached railings, Bedford Square** are listed grade I. This symmetrical terrace dates from 1776-1781 and was built by W Scott and R Grews and was probably designed by either Thomas Leverton or Robert Palmer for the Bedford Estate. They are yellow stock brick with a plain stucco band at first floor level. Nos. 18 and 19 are stuccoed.

- **No. 11 and attached railings, Bedford Square** is listed grade I. This yellow stock brick, end of terrace house is on a corner façade with a main façade to Gower Street and a return to Montague Place. It dates from 1776-1781 and was probably designed by Robert Palmer and built by W Scott and R Grews for the Bedford Estate.

- **Senate House and Institute of Education (University of London) and attached railings, Malet Street,** are listed grade II*. This building dates from 1932-1938 and is by Charles Holden. It is Portland stone faced and comprises a central tower flanked by two courtyard ranges to either side.

- **Parnell House** is listed grade II*. This is a block of artisans' flats which dates from 1849.

Conservation Areas

- **Bloomsbury Conservation Area** (London Borough of Camden) – this conservation area was designated in 1968. It is a large Conservation Area, extending from Euston Road in the north to High Holborn/ Lincoln's Inn Fields/ Carey Street in the south, and from Tottenham Court Road in the west to Grays Inn Road/ King's Cross Road in the east. The northern urban block including part of the Site lies at the southern edge of the Conservation Area.

- The Bloomsbury Conservation Area Appraisal and Management Strategy was adopted on 18th April 2011. The introduction of the document gives an overview of Bloomsbury, stating *'Bloomsbury is widely considered to be an internationally significant example of town planning. The original street layouts, which employed the concept of formal landscaped squares and an inter-related grid of streets to create an attractive residential environment, remain a dominant characteristic of the area... However, other original uses have survived and help to maintain the area's distinctive and culturally rich character (the most notable include hospitals, university and academic uses, cultural institutions such as museums, legal uses, and on a smaller scale, specialist retailers including booksellers and furniture shops).'* The Appraisal also notes the historic associations between the area and the early 20th century literary movement of the 'Bloomsbury Group'.

- The Appraisal identifies view to landmarks within the conservation area. Those relevant to the Site are listed below:

- View west along High Holborn to Commonwealth House
- Views north along Coptic Street, Museum Street and Bury Place, and east and west along Great Russell Street of the British Museum.

- In practice, while the second identified view is potentially relevant as it mentions Museum Street, the visibility of the British Museum referred to is primarily from the northern section of Museum Street, north of New Oxford Street, rather than that part within and alongside the Site.

- The Appraisal identifies sub areas within the conservation area, in recognition of its size and different character areas within it. Part of the Site falls within Sub Area 8: New Oxford Street / High Holborn / Southampton Row. The Appraisal notes that the sub area *'is characterised by areas of large-scale, late 19th and early*

20th century blocks fronting busy thoroughfares. Development followed the construction of new routes combined with the widening of earlier streets, thereby cutting through the earlier 17th and 18th century street pattern. The narrow back streets in the sub area reflect the earlier layout. The predominant use is commercial, with a range of shops, banks, offices, hotels and theatres. Residential accommodation generally takes the form of mansion blocks.’

- The Appraisal then goes on to describe the buildings within the sub area including the buildings on Site (see Part 2 of this TVIHR for more details).

Registered Parks and Gardens of Special Historic Interest

- **Bedford Square** (grade II*) is a large private square dating from the 18th century. It comprises a garden, enclosed by late 18th century cast iron railings with spearhead finials (these are listed grade II along with the gates). The gardens and railings are in an oval shape and are surrounded by the buildings of the square which are on a rectangular plan.
- **Bloomsbury Square** (grade II) is an early 17th century public square. The gardens were redesigned in the early 19th century by Humphry Repton and in the late 20th century. The gardens are enclosed by cast-iron railings and are surrounded by houses on the square. The grade II listed statue at the northern end is directly aligned with the statue at the southern end of Russell Square.

TCA C – Seven Dials and north of Covent Garden

3.35 The area known as Seven Dials lies to the south of the Site and north of Covent Garden. The area comprises for the most part a tight knit street pattern with buildings sited directly at the back of the footway, and there is a strong sense of enclosure within most of it. Many 19th century buildings survive, and a number of these are listed. There are examples of later infill development, such as the Gillian Lynne Theatre on the corner of Drury Lane and Parker Street, and Odhams Walk, a residential estate built in 1979 by the GLC, which occupies the urban block bounded by Long Acre, Endell Street, Shelton Street and Neal Street.

3.36 Much of this TCA is covered by the Seven Dials Conservation Area (see below).

3.37 The following heritage assets identified in Part 2 of this TVIHR lie within this TCA:

Listed buildings

- **No. 27 Monmouth Street** is listed grade II. This is a red brick terraced house with stucco sill band at first floor level. It dates from the later 18th century and has an early 19th century shopfront.

- **No. 21 Monmouth Street** is listed grade II. This is a terraced house with later shopfront, thought to date from the late 17th century with early 18th and 19th century alterations, and refronted and reroofed post 1973. It is red brick with a tiled roof with dormers.

- **No. 27 Neal Street** is listed grade II. This is a brick four storey terraced house and shop with basement, thought to date from the late 18th century with early 19th century restoration.

- **No. 29 Neal Street** is listed grade II. This is a brick four storey terraced house and shop with basement, thought to date from the early 18th century with early 19th century restoration.

- **No. 31 Neal Street** is listed grade II. This is a brick four storey terraced house and shop with basement, thought to date from the early 18th century with early 19th century restoration.

- **No. 33 Neal Street** is listed grade II. This is a yellow stock brick terraced house and shop, dating from the early 18th century and restored in the early 19th century.

- **No. 35 Neal Street** is listed grade II. This is a terraced house dating from 1694 with later shopfront, restored in the late 19th century.

- **No. 37 Neal Street** is listed grade II. This is a terraced house dating from c.1695 with a later shopfront, restored in the early 19th century.

- **No. 55 Neal Street** is listed grade II. This is a late 19th century former warehouse, of red brick with terracotta and stone dressings in a Flemish Baroque style.

- **No. 61 Neal Street** is listed grade II. This is a stuccoed terraced house, dating from the later 18th century with a 20th century shopfront.

- **No. 64 Neal Street** is listed grade II. This is a brick terraced house with later shop dating from c.1695, restored in the 19th and 20th centuries.

- **Cross Keys Public House, no. 31 Endell Street** is listed grade II. This public house dates from 1848-49, and is painted brick with guilloche sill bands at third floor level.

- **The Swiss Protestant Church, no. 79 Endell Street** is listed grade II. This church dates from 1853-4 and is by George Vulliamy. It is rusticated stucco and has a slightly projecting central entrance bay and Ionic pilasters and engaged columns which rise through two storeys.

- **No. 80 Neal Street** is listed grade II. This is a painted brick terraced house, with later shopfront. It dates from

the early 18th century and was refaced in the early 19th century. The shopfront is a 20th century replica of an early 19th century shopfront.

- **Nos. 78, 78A and 78B Neal Street** are listed grade II. This house with later shop dates from the late 17th or early 18th century and was altered in the mid 19th century. It is painted stucco and the shopfront has Corinthian pilasters carrying an entablature with a bracketed cornice.

- **No. 22 and attached railings, Endell Street**, is listed grade II. This is a former stained glass studio, dating from 1859 and by R J Withers in a Gothic style.

- **Latchfords Timber Yard** including attached timber sheds, no. 61 Endell Street is listed grade II. This is a commercial premises and timber yard, dating from the late 19th century.

- **Nos. 51-59 Endell Street** are listed grade II. This is a terrace of five houses with later shops which dates from the 18th century and was altered mid 19th century.

- **Nos. 63-69 Endell Street** are listed grade II. This is a terrace of four houses with later shops dates which from the 28th century. They are multicoloured stock brick and have later 19th century shopfronts, other than no. 67 which is 20th century.

- **No. 81 Endell Street** is grade II listed. This is a house, which dates from c.1854 and has a stucco frontage with rusticated quoins.

- **St Mungo’s Housing, no. 83 Endell Street** is grade II listed. This is a former school which was built in 1860 in Polychrome brick with some terracotta and stone dressings.

- **Brownlow House and attached railings, no. 24 Betterton Street** is listed grade II*. This house dates from the late 17th or early 18th century, and has a later shopfront. It is brown brick with stucco to the ground floor and is listed grade II* because of its interior.

- **No. 33 Betterton Street** is listed grade II. This is an early 18th century terraced house of yellow stock brick, refaced in the early 19th century and with a later, 20th century shopfront.

- **Seven Dials Warehouse** is grade II listed. This is a five storey former brewery building dating from the mid-19th century.

- **The Crown Public House** is grade II listed. This is a three storey mid-19th century public house.

- **14, 16 and 18 Monmouth Street** is grade II listed. These are a row of late 17th century terraced houses with later shops, altered in the 19th century.

- **No. 21 Monmouth Street** is grade II listed. This is a terraced house with later shopfront, thought to date from the late 17th century with early 18th and 19th century alterations, and refronted and reroofed post 1973.

- **No. 27 Monmouth Street** is grade II listed. This is a red brick terraced house which dates from the later 18th century and has an early 19th century shopfront.

- **35 Monmouth Street** is listed at grade II. This is a four storey house with later shop above a basement, probably 18th century with early 19th century alterations and 20th century reproduction shopfront.

- **37 Monmouth Street** is listed at grade II. This is a four storey terraced house with later shop, above a basement, probably 18th century with early 19th century alterations and 20th century reproduction shopfront.

- **39 Monmouth Street** is listed grade II. This is a terraced house with later shop, which dates from the early 18th century with mid-19th century alterations. The shopfront is mostly 20th century.

- **1 Shorts Garden** is listed at grade II. This is an early 19th century house with shop.

- **2 Shorts Garden** is listed at grade II. This is an early 19th century building including shop with accommodation over.

- **4 and 6 Shorts Garden** is listed at grade II. This comprises a pair of four storey terraced houses, from the early-mid 19th century, in stock brick.

- **The Crafts Centre (including 8-26 Short’s Gardens and Nos. 29-43 (odd) Earlham Street)** is grade II listed. This is a mid-19th century former warehouse, probably originally a brewery.

- **Nos. 51 and 53 Shelton Street** are listed grade II. These two terraced houses date from the earlier 19th century and have later shopfronts. They are yellow stock brick.

- **St Giles Almshouses and Wall and Railings, no. 17A Macklin Street** are listed grade II. This quadrangle of almshouses was erected on this site in 1790 and rebuilt in 1885 by Edward Henry Burnell. They are yellow stock brick with red brick bands in a Jacobean style. The windows have 20th century glazing.

- **No. 23 Macklin Street** is listed grade II. This large, stucco fronted building dates from 1851-52 and was home to painting rooms for scenic artists Thomas Grieve and Son. It has central loading doors on the upper floors.
- **Nos. 24 and 25 Macklin Street** are listed grade II. This former mortuary has now been converted to offices and has its main frontage to Stukeley Street. The buildings dates from the mid 19th century and is red brick with stone dressings, cornice and strings.
- **Nos. 186 and 187 Drury Lane** are listed grade II. This pair of terraced houses with later shops dates from the early 18th century and was refaced in the late 18th century. They are multi coloured stock brick; no. 186 has a 20th century timber shopfront and no. 187 has an early 19th century shopfront.
- **Nos. 27, 28 and 29 Great Queen Street** are listed grade II*. This terrace of three houses date from c.1733 and are brown brick, with a red brick cornice below a later parapet. No. 27 has a stucco ground floor, no. 28 has an early 19th century shopfront and no. 29 a later 19th century shopfront.
- **30 and 31 Great Queen Street** is grade II listed. This is the Royal Masonic Institute for Girls building, built in 1923-3, and is a three storey building in bath stone with rusticated front.
- **36 and 37 Great Queen Street** is grade II listed and is formed of two terraced houses, with No. 36 dating from the early 18th century with alteration, and No. 37 is a late 17th century building, with alterations, four storeys tall with 19th century shopfront and 20th century fascia.
- **38 Great Queen Street** is grade II listed. This is an 18th century terraced house, refronted in the mid-19th century.
- **Nos. 33, 34 and 35 Great Queen Street** are listed grade II*. This terrace of three houses dates from c.1710 and is brown brick with red brick cornices below parapets. They have 20th century shopfronts; no. 33's a 20th century reproduction of an original earlier 19th century bow fronted shopfront.
- **34 Shelton Street** is grade II listed. This is an early 19th century warehouse, originally part of a brewery complex, in stock brick with stucco ground floor and slate roof.
- **The Marlborough Public House (37, 39 and 40 Drury Lane)** are listed grade II. These are terraced houses with shops and public house, built c. 1840-50 as a Mercers Company Estate development.

- **78 and 79 Long Acre** are listed grade II and comprise terraced houses with shops, dating from c.1840, a Mercers Company Estate development.

Conservation areas

- **Seven Dials Conservation Area** (London Borough of Camden) – this Conservation Area was designated by the London Borough of Camden in November 1971 and extended in 1974, 1991 and 1998. The Conservation Area Statement notes that the character of the conservation area *‘is found in the range and mix of building types and uses and the street layout’*. Significant views in the area are identified in the statement.
- **Covent Garden Conservation Area** (City of Westminster) – this conservation area was designated in 1971 and extended in 1974, 1978 and 1987. There is no adopted appraisal for this conservation area, however there is an information leaflet. The piazza of Covent Garden is at the heart of the conservation area and is dominated by the Central Market Building and St. Paul's Church. The 17th and 18th century street pattern survives around the piazza, with buildings from that period still surviving. James Street and Russell Street provide important views of the piazza. The northern part of the conservation area (closest to the Site) contains a mix of Victorian warehouses and commercial buildings. The area is popular for shopping and tourism and has a mixture of uses.

TCA D – High Holborn

- 3.38 The townscape of the High Holborn TCA, west of the Site and towards Holborn Station, is mixed. Kingsway and High Holborn are heavily trafficked and form a large junction in the middle of the TCA. There are pockets of terraces in the TCA, some of which are listed, but larger scale commercial development is common, most of which dates from the early 20th century.
- 3.39 Kingsway is a relatively broad street, addressed mostly by large scale buildings, many in stone. It is also lined by rows of street trees which, combined with its width and straight alignment, contribute to it having a boulevard character. The continuous large scale buildings along it provide it with a relatively enclosed character in respect of views.
- 3.40 Parts of this TCA fall within the Bloomsbury, Seven Dials and Kingsway conservation areas, and there are some listed buildings in the TCA. The grade II RPGSHI Lincoln's Inn Fields lies to the south-east, beyond the TCA.
- 3.41 The following heritage assets identified in Part 2 of this TVIHR fall within this TCA:

Listed buildings

- **Central St Martin's College of Art and Design, Southampton Row / Theobalds Row** is listed grade

II*. This building dates from 1905-08 and has a base of Cornish granite with upper storeys of Portland Stone.

- **Baptist Church House (nos 2, 4 and 6 Southampton Row) and Kingsgate House, Catton Street** are listed grade II*. This office block and shops with former chapel dates from 1901-03, restored in 1946, and is of Portland Stone ashlar.
- **Nos. 1-8 and attached railings, Southampton Place** is listed grade II*. This terrace of 8 houses dates from c.1785-63 and is in darkened multi-coloured stock brick with a stone band at first floor level.
- **The Princess Louise Public House, nos. 208 and 209 High Holborn** is listed grade II*. This mid 19th century public house is yellow brick with stone and terracotta dressings. It is listed grade II* as a rich example of a Victorian public house interior.
- **Nos. 14-22 and attached railings, Southampton Place** are listed grade II*. This is a terrace of 9 houses, dating from c.1758-63.
- **Powis House and attached railings, no. 66 Lincolns Inn Fields** is listed grade II*. This house dates from c.1685. The exterior was rebuilt by Lutyens c.1930 following 17th century style. The building is brown brick with red brick and stone dressings and rusticated stone quoins.
- **Aviation House** is grade II listed. It is a former church in Portland stone, built c. 1909-11, in Edwardian Baroque style.
- **Nos. 16, 16A, 18, 18A, 20 and 20A, Barter Street** is listed at grade II and comprises a terrace of shops with accommodation over which dates from the early 19th century and is of multi coloured stock brick.
- **No. 21 Barter Street** is listed at grade II and is a former warehouse which dates from the mid 19th century and is stucco.
- **Number 1 and attached railings, Bloomsbury Square** is listed at grade II. It is a terraced house dating from 1840-50, in brick with rusticated stucco ground floor and stucco block quoins.
- **Nos. 46 and 47 and attached railings, Bloomsbury Square** is listed at grade II and comprises two terraced houses, dating from c. 1840-50.
- **Nos. 2 and 3 Bloomsbury Square** is listed at grade II. It dates from 1887 and is three storeys tall above basement and with attic, and is in red brick with enriched ashlar dressings.

- **Nos. 20 and 21 Bloomsbury Way and attached railings** are listed at grade II. These are terraced houses which date from c.1760 and have later alterations.

- **Nos. 43, 44 and 45 and attached railings** are listed at grade II. They comprise three terraced houses, built c. 1760 and altered 1830-40.

- **Nos. 16, 16A, 18, 18A, 20 and 20A, Barter Street** are listed grade II. They are a terrace of early 19th century shops with accommodation over.

- **127 and 129 High Holborn** is listed grade II. This comprises an office block, latterly a bank, built in c.1904.

- **Princess Louise Public House** is listed at grade II*. This is a mid 19th century public house in yellow brick with stone and terracotta dressings, with a rich interior.

- **207 High Holborn** is listed grade II. It is a five storey 19th century terraced house and shop.

- **National Westminster Bank** is listed grade II. This was built in 1854 and is four storeys tall, in Portland stone.

Conservation Areas

- **Bloomsbury Conservation Area** – see TCA B.

- **Seven Dials Conservation Area** – see TCA A.

- **Kingsway Conservation Area** – the Kingsway Conservation Area is centred on the street of Kingsway and extends north to Southampton Row. Most of the buildings within it were constructed between 1900 and the 1920s and are commercial buildings, with Portland stone facades, many of which are elaborate in design. The street of Kingsway is straight, relatively wide and lined by trees, such that it has a boulevard character. The view south along Kingsway is terminated in a formal manner by the building at Bush House.

TCA E – St Giles

- 3.42 Development in this TCA, located to the east of the Site, is mixed; some historic buildings survive, but there is a large amount of later development of varying styles and scales. Centre Point (listed grade II) is a major landmark building at the junction with Tottenham Court Road, and is currently the focus of large scale redevelopment work. South-east of it is the relatively recent Central St Giles scheme designed by the Renzo Piano Building Workshop, which is a large scale and highly colourful mixed use development. The Denmark Street Conservation Area, which includes Centre Point, lies east of St Giles High Street.

- 3.43 The following heritage assets identified in Part 2 of this TVIHR lie within this TCA:

Listed buildings

- **The K2 telephone kiosk, St Giles High Street**, is listed grade II. This is a cast iron kiosk designed by Giles Gilbert Scott and dating from 1927.
- **Church of St Giles in the Fields, St Giles High Street** is listed grade I. This church dates from 1731-33 and is by Henry Flitcroft. It was restored in 1896 and in c.1952. The church is Portland stone with a copper roof in a Classical style.
- **No. 6 Denmark Street** is listed grade II*. This terraced house dates from c.1690 and has been converted to retail and office use. It has some 18th, 19th and 20th century alterations.
- **No. 7 Denmark Street** is listed grade II*. This terraced house dates from c.1690 and has been converted to retail and office use. It has some 18th, 19th and 20th century alterations.
- **Lych gate to the west of Church of St. Giles in the Fields** is listed at grade II. It is in stone with wrought-iron gates, dated 1800 on an inscription, and in the style of a Doric triumphal arch.
- **St. Giles Vestry Rooms and attached wall with lamp south west of Church** is listed grade II. These were built in 1731-3 and are single storey, in red brick and stone.
- **Elms Lester Painting Rooms** is listed grade II. They were constructed as painting rooms for theatrical scenery in 1903-4.
- **6 Flitcroft Street** is listed grade II. This was built as a warehouse c. 1850, much rebuilt and refronted c. 1881.
- **Centre Point, nos. 5-24 St Giles High Street, nos. 101-103 New Oxford Street and Charing Cross Road**, is listed grade II. This building dates from 1961-66 and comprises a tower, link block and east block designed by Richard Seifert and Partners, with leading design partner George Marsh.
- **26 Denmark St** is listed grade II. This is an early 18th century terraced house with later shop in stock brick.
- **27 Denmark Street** is listed grade II. This is a four storey, late 17th century terraced house with later shop. It was refronted and a third floor was added in the late 18th century.
- **59 St Giles High Street** is listed grade II. This is an early 19th century four storey terraced house and shop (now restaurant).

Conservation areas

- **Denmark Street Conservation Area** (London Borough of Camden) – this was designated in 1984, as an extension to the Bloomsbury Conservation Area. It was extended in 1991 and 1998. The Denmark Street Conservation Area Appraisal and Management Strategy was adopted in 2010. It notes that the conservation area shows “an interesting mix of uses, and a character and appearance which have been shaped by the development of the land from the C12th”. The Appraisal notes that the St Giles Church and churchyard are the heart of the conservation area and is a significant feature in many views, and that the music uses along Denmark Street “lend the area an energetic, unique character, which is a particularly strong part of the conservation area’s special interest”.

Locally listed buildings

- **The Phoenix Garden, St Giles Passage off New Compton Street** – this is a locally listed natural feature or landscape. It comprises a community ecological garden created in 1984, located on part of the former site of an orchard belonging to St. Giles Leper Hospital (established in the 12th century).

Townscape conclusions

3.44 The Site is positioned between New Oxford Street and High Holborn in the London Borough of Camden, with Covent Garden to its south and Bloomsbury (and the British Museum) to its north. The existing buildings on Site are in generally poor condition and appear tired and run down. The Selkirk House (former Travelodge) building is a tower with unattractive proportions, a uniform massing which relates poorly to neighbouring buildings, and a drab appearance. There is a poor pedestrian environment in general around the Site. Overall, the Site detracts from the quality of local townscape and views in what is a prominent central London location.

3.45 Both New Oxford Street and High Holborn are important east-west routes in this part of central London, and sites along and between both streets have been subject to large scale redevelopment in recent years and decades, for example for the Post Building and Central St. Giles schemes. These streets differ in character considerably from the typical character of the more minor side streets in the local area, many of which are set on a tighter urban framework and are lined with smaller scale buildings, including historic buildings.

3.46 Part of the Site lies within the Bloomsbury Conservation Area. There are a number of listed buildings, conservation areas and RPGSHI in the area surrounding the Site. Some of the listed buildings (Nos. 43 and 45 New Oxford Street and No. 16 West Central Street; The Bloomsbury Public House; and the Queen Alexandra Mansions) adjoin the Site. They are seen in the context of the existing Selkirk House building and other

large scale post-war and modern development, such as the Post Building.

3.47 A large portion of the historic urban fabric survives in the wider area surrounding the Site today, particularly in Bloomsbury to the north. The historic development is interspersed by later development of varying ages and scales, including large scale, early 20th century commercial development and post-war buildings. There are also examples of recent developments, and the area around Tottenham Court Road station and Centre Point has undergone and is still undergoing significant regeneration.

3.48 There is an opportunity on Site to provide a development of a high architectural quality, which would interact positively with its surroundings and provide animated and activated street frontages to enhance the immediate surroundings of the Site.

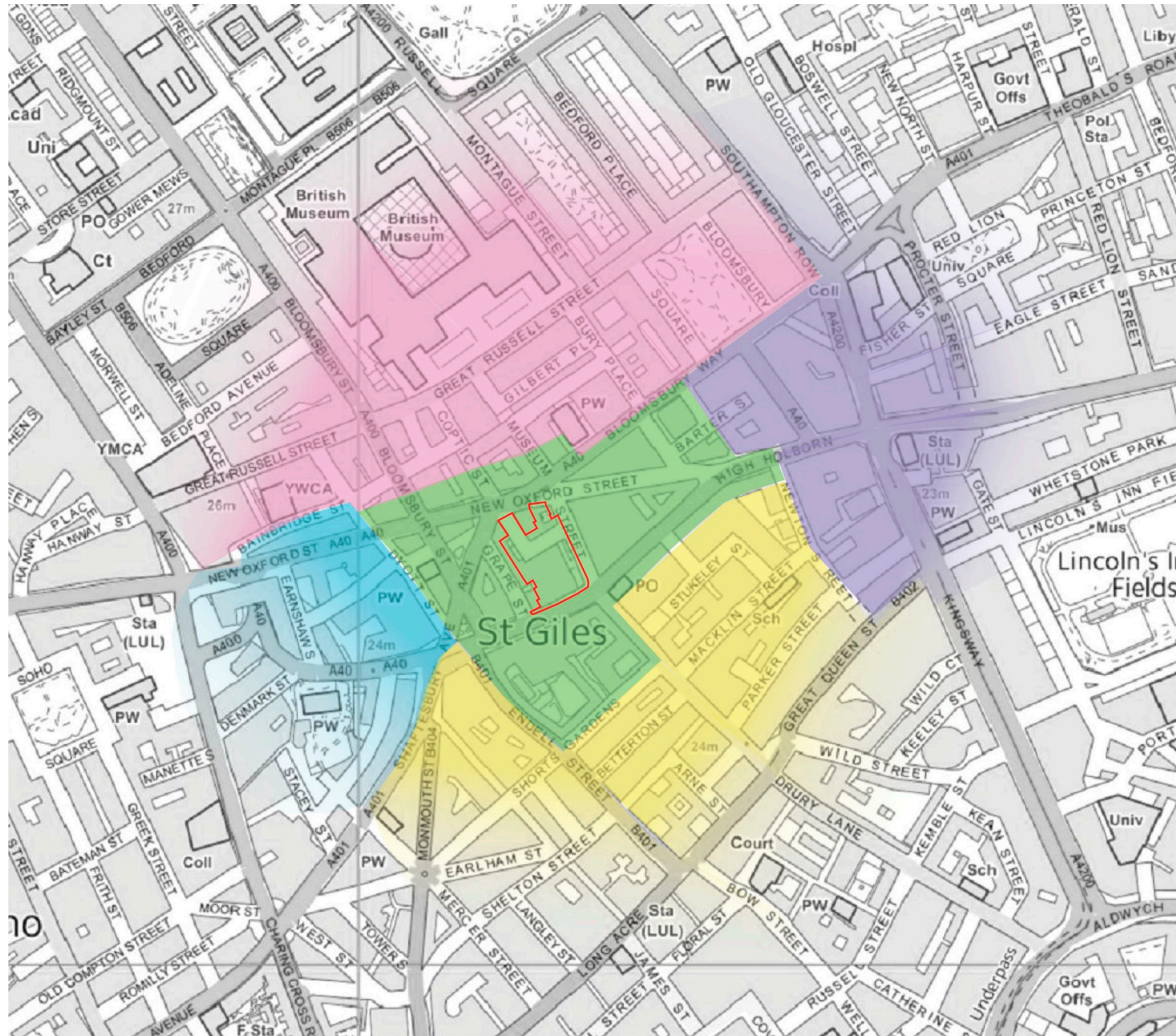


Figure 3 – map of TCAs

Notes:

Approximate Site boundary marked in red for indicative purposes only

Townscape character areas:

- TCA A: High Holborn and New Oxford Street
- TCA B: Bloomsbury
- TCA C: Seven Dials and North of Covent Garden
- TCA D: High Holborn
- TCA E: St Giles

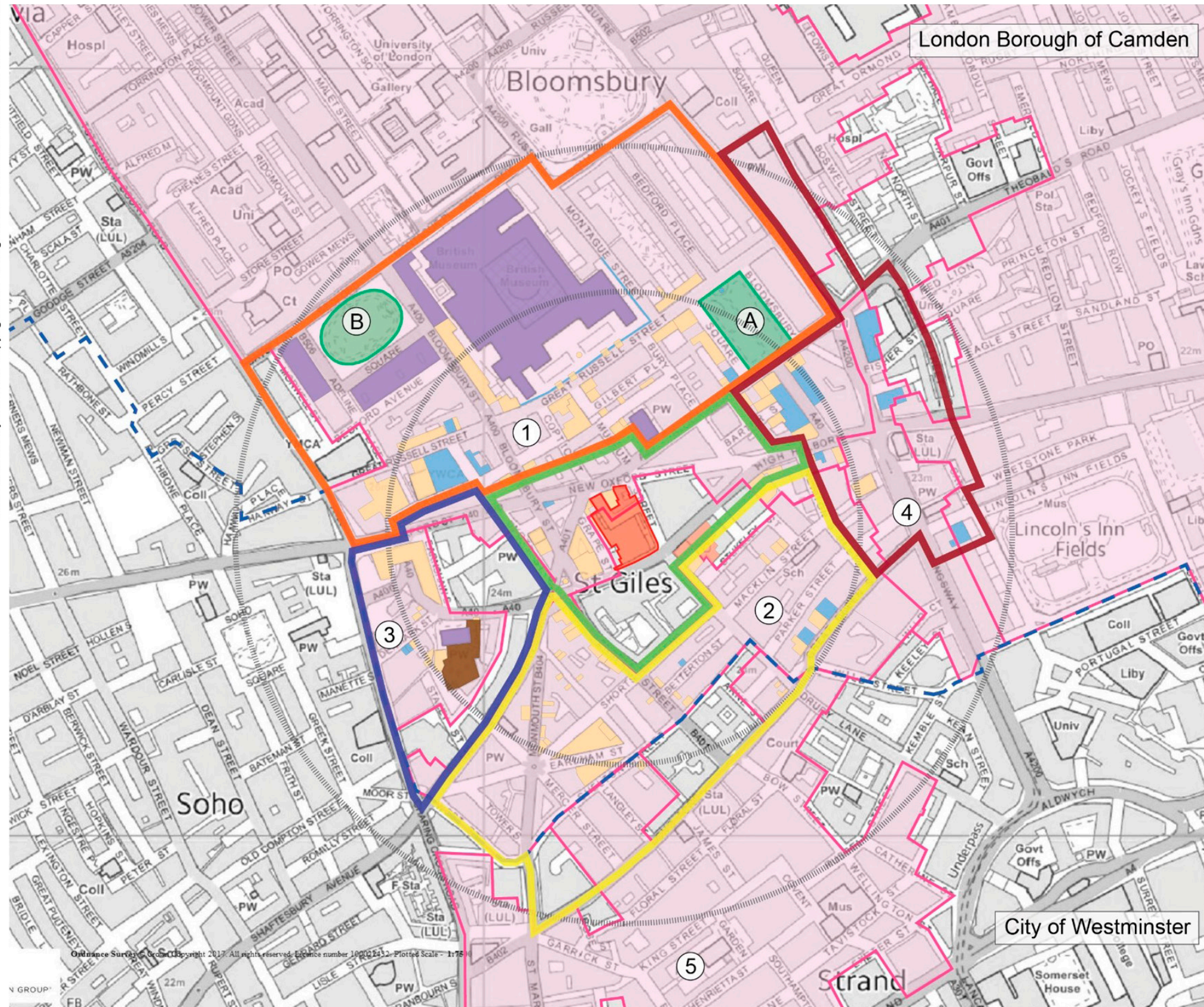


Figure 4 – map of TCAs with heritage assets

Notes:

Site boundary marked in red for indicative purposes only.

Dotted blue line indicates borough boundary.

Conservation areas are marked in pink and listed below. Registered Parks and Gardens of Special Historic Interest are marked in green and listed below.

Approximate 300m and 500m radii from the centre of the Site are marked on the map. All listed buildings, conservation areas and RPGSHI which fall within the 300m radius have been identified. Grade I and II* listed buildings and RPGSHI which fall within the 500m radius have been identified.

Townscape character areas:

- TCA A: High Holborn and New Oxford Street
- TCA B: Bloomsbury
- TCA C: Seven Dials and North of Covent Garden
- TCA D: High Holborn
- TCA E: St Giles

Registered Park or Garden of Special Historic Interest:

- Ⓐ Bloomsbury Square (grade II)
- Ⓑ Bedford Square (grade II*)

Conservation Areas:

- ① Bloomsbury Conservation Area (LB Camden)
- ② Seven Dials Conservation Area (LB Camden)
- ③ Denmark Street Conservation Area (LB Camden)
- ④ Kingsway Conservation Area (LB Camden)
- ⑤ Covent Garden Conservation Area (CoW)

Listed buildings:

- Grade I listed building
- Grade II* listed building
- Grade II listed building
- Locally listed building or group of buildings
- Locally listed natural features or landscape

Scheme description		
4.1	The Proposed Development is for “ <i>Redevelopment of the existing NCP car park and former Travelodge Hotel at 1 Museum Street with a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Remodelling and extension of 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floor-space, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn.</i> ”	
4.2	The Proposed Development would retain the overall form of the West Central Street urban block while providing new buildings along part of the southern edge of the block (replacing the existing 16a, 16b and 18 West Central Street buildings) and remodelling and an upward extension to 10-12 Museum Street on the eastern side of the block. The Selkirk House urban block would be divided in two by the introduction of a new north-south pedestrian route (Vine Lane) which would connect West Central Street and High Holborn. The tallest building within the Proposed Development, a mid-rise tower / taller element of 19 storeys in height (reduced from 21 storeys, in response to post-submission feedback), would be located on the eastern side of Vine Lane (and would address Museum Street on its opposite side), and two lower scale buildings known as ‘Vine Lane Block’ and ‘High Holborn Block ’ would address the western side of the new Vine Lane route.	
4.3	The proposals for the existing New Oxford Street and Museum Street buildings comprise retention and refurbishment of these buildings for ground floor retail use and residential use above. There would be repair of the facades, installation of new sash windows to match existing, upgrading of the shop-fronts, and the addition of one storey extensions. The extension to Nos. 35-37 New Oxford Street would be mansard in style; that to Nos. 39-41 would be set-back and formed of curtain wall glazing with aluminium encased mullions and transoms; and that to Nos. 10-12 Museum Street would be a distinct modern design, with an undulating form, and comprising GRC fins and panels behind.	
4.4	The existing buildings along the south side of West Central Street would be demolished and replaced. The proposed building at 16a West Central Street would be six storeys tall. Its elevations would comprise a ‘frame’ of insulated render panels with inset glazing between. There would be projecting horizontal bands at the top of each floor (thicker at the top of the ground floor, and top and bottom of the final floor).	
4.5	The proposed building at 16b and 18 West Central Street would be part five and part six storeys tall. The elevations would comprise a brick frame with cornices to each floor (aligning with those at 16a and Nos. 10-12 Museum Street) and vertical piers, with brick recesses, glazing and metal work. Window bays to West Central Street would be chamfered	
	symmetrically from a central point, and would have Juliette balconies. The top of the building would be clad with a corbelled brick screen to plant behind. A courtyard would be provided in the interior of the block.	
4.6	The overall plan of the proposed building on the Selkirk House part of the site would take the form of a parallelogram with rounded corners. The long axis of the parallelogram would be aligned roughly north-south and its long eastern and western sides would be straight, with its shorter northern and southern sides set at an angle. The plan would be organised around a off centre (west aligned) circulation core which would shift to a location against the western frontage from Level 11, above where the large west facing terrace is located. The ground floor would be occupied by office lobby space, accessed off Museum Street and Vine Lane, together with flexible class E use units and a loading bay off High Holborn. The floors above would be occupied by office space.	
4.7	The mid-rise building would have a stepped form, with the plan gently inset from the western building line at Level Five, indicated with a pronounced cornice reading from the datum created by the High Holborn Block; from the northern building line at Level Eight producing a deep north facing terrace, and with a deep projecting cornice running around the whole face of the building with a datum taken from the shoulder of the Post Building; and from the western building line at Level Eleven producing a deep west facing terrace, again with a deep projecting cornice and a datum taken from the Post Building. The revised proposals have increased the cornice projection at these datum levels. Terraces would be provided for the benefit of building users and these would be planted.	
4.8	The elevations of the taller element would generally comprise an overall ‘frame’ of projecting horizontal and vertical fins in a light bronze colour, with anodised aluminium facade panels in the same colour and inset glazing set between them, and largely arranged on a regular module on each façade, albeit with slight variations between facades to reflect solar conditions and to accommodate M&E systems behind corrugated operable panels. 5 bays, split 3 and 2, of flat corrugated operable panels are proposed on the west elevation at levels 12 to 19. The extended top storey would incorporate a balcony into its south – west corner. Other inset balconies provided by the previous scheme	
4.9	There would also be variation in the elevations at different levels in the building. The ground floor would have the widest spacing between vertical elements, and on the Museum Street frontage there would be large openings between columns to a colonnade behind, which has been deepened in response to post-submission feedback, with the pushing back of the ground floor façade enabled by the slight adjustment of the position of the core within the building. The ground floor will also have further differentiated articulation with curved recessed entrances and projecting bays to soften the façade at street level and silver granite footings.	
4.10	Between ground and first floor is proposed a low height corrugated and perforated screen, running horizontally between the piers across all elevations. The spacing between vertical piers would be reduced on the first floor around the building, reducing again on the floors within the main body of the building above. Between the first and twelfth floors, the combination of floors and cornicing will create a 3,3,3 expression, topped with eight storeys. The final Level 19 would be taller than the other floors, would have elongated and angled vertical fins, and would be capped by an extended mullion element and parapet with projecting crown.	
4.11	The proposed building along Vine Lane (Vine Lane Block) would be linear in form (with its long axis aligned broadly north-south) and would be part three, part four and part six storeys in height. The change in height would occur to align with the entrance doors to the block. The Vine Lane block would be largely occupied by residential units with flexible class E units on the ground floor. The residential core would be centrally located to the western edge of the building. At first floor level, access to the units would be provided by an open colonnade onto an area of green roof. The access colonnade extends to the fourth floor north of the core and fifth floor south, the sixth floor would have one unit accessed from the core, with the remaining floorplate for plant. A large communal terrace would be located on the fourth floor. Additional private terraces would be located on the third and fourth floors and a green roof to part of the sixth floor.	
4.12	The primary elevation to Vine Lane would have regularly arranged primary piers intersected with projecting cornices to each floor. Bay widths would be slightly varied across the elevation, with five slightly larger bays, three of which at ground floor would contain the residential entrance, the refuse store and the access to the substation. Residential units to the upper floors would have full length window openings interested by mullions and fronted by balcony railings. Five bays of the top floor of the six storey element would have perforated metal panels set between the piers, to conceal plant.	
4.13	There would be a separate building to the south of the Vine Lane block, on the corner with High Holborn (the ‘High Holborn block’). This would be occupied by a ground floor retail unit and substation, with residential accommodation above, and would be broadly ‘L’ shaped in plan. It would rise to a maximum six storeys in height, with the top floor set-back from High Holborn and the adjacent Cuban Embassy building to the west. A two storey ‘turret’ element would be located on the corner of Vine Lane and High Holborn, and a projecting element containing the circulation core would project from the main building line on Vine Lane, above the ground floor lobby entrance. The elevations would comprise metal framed windows and flat and ribbed panels in pigmented GRC, set within a ‘frame’ of cornices and rounded-profile vertical fins in pigmented GRC. The cornice levels on the High Holborn frontage would closely relate to those of the adjacent Cuban	
4.14	The public realm improvements across the site would be based on four character areas. High Holborn would be repaved to tie in with work underway to the west around Shaftesbury Avenue. The work on Museum Street would include planted areas, seating and spill out areas for café uses in the proposed mid-rise tower. West Central Street would be repaved and would take the form of shared space with planting along the buildings’ facades. Vine Lane would include a small green space and some seating. Some existing trees on Museum Street, High Holborn and West Central Street would be retained and some removed as part of the Proposed Development, and new trees would be planted.	Embassy building. The ground floor retail units would be extensively glazed.