

## GROUND FLOOR AND MEZZANINE

- 4.29 The ground floor is notable for the impressive entrance lobbies, open stairwells, and central atrium which are described above and are of high significance.
- 4.30 The original octagonal room at ground floor, to the north of the central atrium, has been altered and now comprises modern partitions and typical institutional fixtures and fittings interspersed with some remaining original marble finishes. The upper ground floor level on the west side of the building comprises modern offices overlooking Bloomsbury Square. These spaces make a neutral contribution to the special interest of the listed building.
- 4.31 On the south and east side of the building, there are a series of commercial units encompassing the ground floor and mezzanine levels fronting Vernon Place and Southampton Row.
- 4.32 On the south-east corner of the building is a self-contained commercial unit formerly occupied by Lloyds Bank. At ground floor, the impressive double-height banking hall (see **Figure 3.9**) is currently vacant and obscured by sub-partitioned rooms, suspended tiled ceilings, and poor-quality modern finishes. In its current condition, it makes a limited contribution to the special interest of the listed building.
- 4.33 The remaining commercial units fronting onto Southampton Row have been extensively modernised and the interiors no longer possess any heritage significance. In their current form, these units make a neutral contribution to the special interest of the listed building.



**Figure 4.13** Partially obscured historic features within the ground floor banking hall, Victoria House.



**Figure 4.14** Interior of commercial units fronting Southampton Row.



UPPER FLOORS

- 4.34 The upper floors comprise a series of modern open-plan office spaces with high-quality contemporary fixtures, fittings and finishes.
- 4.35 On the third and fourth floors, the surviving original timber-panelled meeting rooms and reclaimed 18th century fireplaces are of historic and architectural interest as vestiges of the historic function of this part of the building.
- 4.36 However, the majority of the upper floors have been extensively altered to provide contemporary office space and, apart from the windows and stairwells, no other original interior details survive at these levels.
- 4.37 Overall, apart from the remnants of original and historic internal fabric described above, the upper floors make a neutral contribution to the special interest of the listed building.

CONTRIBUTION OF SETTING

- 4.38 The setting of Victoria House is defined by its location on a large rectangular island site between the quiet environs of Bloomsbury Square to the west and the busy thoroughfare of Southampton Row to the east.
- 4.39 To the west, Bloomsbury Square provides a large historic open green space from which the impressive Portland stone elevations of Victoria House can be appreciated within a tranquil enclosed setting.
- 4.40 To the east, Southampton Row is a busy thoroughfare extending between Russell Square (north) and Kingsway (south). The origins of Southampton Row date back to the initial development of Bloomsbury but the street was extensively redeveloped in the early-20th century, which included significant widening when Kingsway was built in 1905. The redevelopment of Southampton Row in the early-20th century presaged the piecemeal redevelopment of the area with buildings of a larger scale than the earlier Georgian townscape. The pervading commercial character of Southampton Row represents a significant phase of early-20th century commercial development in Bloomsbury. As such, it is an important component of the historic context within which Victoria House was built.



Figure 4.15 Typical open-plan office space on the upper levels of Victoria House.

- 4.41 The architecture of the surrounding development also makes a positive contribution to the significance of the listed building. The 18th and 19th century terraces of high-quality residential townhouses to the north and west provide a contrast in scale and form, which hark back to the original development of Bloomsbury and further emphasises Victoria House's landmark quality. The larger individual commercial buildings lining Southampton Row are more in keeping with the scale and character of Victoria House as a purpose-built commercial building designed to occupy a prominent central-London location. Victoria House also responds positively to the scale and materiality of the other large institutional and commercial buildings found in this part of Bloomsbury, notably the British Museum and University College London.
- 4.42 Overall, the setting of Victoria House in a prominent location on the edge of Bloomsbury Square makes a positive contribution to its significance.

### BLOOMSBURY CONSERVATION AREA

- 4.43The Bloomsbury Conservation Area was first designated in 1968 and its boundary has since undergone several extensions. It is subject to a Conservation Area Appraisal and Management Strategy document that was adopted by the Council in 2011. A map showing the designated area is reproduced at **Appendix 2.o** to this report.
- 4.44The Bloomsbury Conservation Area is located within central London, its southern boundary around 750m north of the River Thames. It covers an area of approximately 160 hectares which extends from Lincoln’s Inn Fields and High Holborn to Euston Road and from King’s Cross Road to Tottenham Court Road.
- 4.45The significance of the Bloomsbury Conservation Area resides principally in its planned 18th century residential street layout, which is a defining feature of its character and appearance. The CA predominantly comprises formal landscaped squares and an interrelated grid of streets lined with classically derived terraced townhouses and mews to the rear, is widely considered to be an internationally significant example of town planning.
- 4.46Bloomsbury is a product of London’s early expansion northwards, which began in the 1660s and continued through the Georgian and Regency periods to around 1840. This period is of major historical importance in the context of London’s development, and is manifest in the consistency of the street pattern, spatial character, and predominant building forms that make up the CA.
- 4.47The area’s character and appearance is compounded by the influence of major institutional uses that have been established more recently in the district such as hospitals, universities and other academic sites, as well as cultural institutions including museums, and offices. On a more local level, the area is also significant for its specialist retailers including booksellers and furniture shops.
- 4.48The CA derives further significance from its size and complexity, which is emphasised by the subtle variations of the different character areas within it (14 in total). These character sub-areas generally share common characteristics to assist in defining those features that contribute to the CA’s wider special interest.

- 4.49The Bloomsbury Conservation Area Appraisal and Management Strategy identifies the Site as part of Sub Area 6: Bloomsbury Square/Russell Square/Tavistock Square, which is described as follows:  
*This sub area is largely made up of three- and four-storey late 18th and 19th century terraces surrounding a sequence of linked formal spaces, namely Bloomsbury Square, Russell Square and Tavistock Square. A series of north-south vistas visually connect the three squares. Moving through the area, there is a transition between the enclosed, urban nature of the streets and the more open squares which are softened by trees and green landscape. In places, the original terraces have been replaced with 20th century development, mostly of a larger scale and urban grain; this is particularly noticeable around Tavistock Square, Bedford Way and Upper Woburn Place.*

### CONTRIBUTION OF THE SITE TO THE CA

- 4.50The Site occupies the entire east side of Bloomsbury Square, which is the oldest the oldest square in the district. Laid out in the late 17th century by Lord Southampton to the south of his residence Southampton House (re-named Bedford House), Bloomsbury Square is of high historic and landscape interest, as reflected by its inclusion on the Register of Parks and Gardens at Grade II, and the enclosure provided by surrounding development is key to its significance.
- 4.51Victoria House is a good example of large planned early-20th office development in this part of Bloomsbury, which is of high architectural quality and creates a contrast with the older residential terraces in terms of scale, height and materiality. Due to its larger scale and height, Victoria House also provides an effective transition between the busy Southampton Row to the east and the quieter square to the west.
- 4.52The building is also representative of the changing character of this part of Bloomsbury during the first half of the 20th century. The construction of Victoria House necessitated the demolition of the terrace of earlier residential townhouses lining the east side of Bloomsbury Square. It was one of several large-scale developments built in Bloomsbury during the late-19th and early-20th centuries as institutions and commercial businesses began moving to the area. This change in character was further supplemented by road improvements, such as the construction of

the Kingsway, to the immediate south-west of the Site, in 1905. As one of the largest commercial inter-war buildings in Bloomsbury, Victoria House is symbolic of this transitional period in the area’s history.

4.53Overall, Victoria House makes a positive contribution to the history, architectural quality, and vitality of the conservation area.



**5.0**

# **ASSESSMENT OF THE PROPOSALS**

**VICTORIA HOUSE, 37-63 SOUTHAMPTON ROW, BLOOMSBURY, WC1B 4DR**



# ASSESSMENT OF THE PROPOSALS

- 5.1 The impact of the proposals on Victoria House (Grade II) and the Bloomsbury Conservation Area are assessed in this section, in light of the legislations and planning policy set out at **Section 2.o**.
- 5.2 The main considerations are:
  - Whether the proposals will preserve the special interest of the listed building;
  - Whether the proposals will preserve or enhance the character and appearance of the conservation area; and
  - Whether the proposals will impact the setting of nearby listed buildings.
- 5.3 The proposals are described in the design material (Design and Access Statement and drawings) which is submitted with the application. This assessment will consider the following aspects of the proposals in turn:
  - Proposed uses;
  - Internal works to the listed buildings; and
  - The effect on the character and appearance of the Bloomsbury Conservation Area.
- 5.4 A summary of our findings and assessment against legislation and policy is provided at **Section 6.o**.
- 5.5 The proposed use of the lower levels of Victoria House is Class E. Victoria House was originally built as offices with dedicated space for independent commercial retail uses located on the east side at the lower levels. The proposed flexible lab use similarly falls under Use Class E and is, therefore, consistent with the historic uses of the listed building, as it will maintain the commercial character across the lower levels fronting onto Southampton Row.
- 5.6 The proposals will reactivate the former retail and commercial units at the ground floor level facing onto Southampton Row, which occupies an important townscape location and acts as a main thoroughfare

## PROPOSED USES

through Bloomsbury. The proposed occupation of these units as labs and associated activities is therefore wholly in-keeping and appropriate to the special interest of the listed building.

- 5.7 The commercial units fronting Southampton Row are currently vacant, so the proposals will deliver a benefit to the listed building and its appearance in the streetscape by reintroducing appropriate uses here. The works required to realise the use can be accommodated within the planform and circulation of the building and seeks to reveal areas that have previously been obscured by later alterations and conversion. The use of the building in this way would be consistent with the upper floors of the listed building for lab-enabled space, consented in November 2022 (2022/3480/P and 2022/3419/L), and would preserve its special interest as demonstrated by the assessment below.

## INTERNAL WORKS TO THE LISTED BUILDING

- 5.8 The internal works to the listed building involve:
  - Alterations to Unit 1 (former bank) on the west side of the building, fronting Southampton Row, at Basement B2, Basement B1, and Lower Ground Floor levels to: provide laboratory-enabled space and associated facilities; adapt of the existing hoist lift into a platform lift; and create a new opening to facilitate new door access to the main building via the south stair core.
  - Alterations to Units 6, 7, 8, 9 on the west side of the building, fronting Southampton Row, at Lower Ground Floor, Upper Ground Floor, and Mezzanine levels to: create lab-enabled spaces with associated reception, write up and meeting rooms, welfare facilities, and a new fire escape / access into the main building.
  - Reinstatement of an opening to Goods Lift 2 within the north entrance lobby at Upper Ground Floor level.
- 5.9 We discuss each element in turn. This application is accompanied by a set of application drawings and a Design and Access Statement (DAS), which should be read in conjunction with the following assessment.
- 5.10 Unit 1 comprises a commercial unit in the south-east corner of the building, with frontages to Southampton Row and Vernon Place. The unit extends from Basement B2 to Lower Ground Floor level. This unit has historically been used as a branch of Lloyds Bank since the 1920s but is currently vacant.

## WORKS TO UNIT 1

- 5.11 The proposed works to Unit 1 include:
  - stripping out the main spaces of the interior, back to the structural walls of the vault at Basement B2 level;
  - replacing the existing vault door at Basement B2 level;
  - creation of a new opening in the west wall of the Unit at Basement B2 level to provide access to the south stair core lobby;
  - rationalisation of the planform to create lab enabled/consultation rooms within former rooms with an ancillary storage area;
  - strip out of the former banking hall at Lower Ground Floor Level and
  - creation of a passenger lift.

## BASEMENT B2 AND B1

- 5.12 Historically, the Basement B2 and B1 levels of Unit 1 have been used as a back of house area for the bank and there is a large vault at B2 level. The finishes are generally of a lower quality than elsewhere in the building. Furthermore, there has been a steady accretion of modern plant and fabric across both levels, which is of no significance and detracts from the appearance and quality of these spaces. As such, this area is of low heritage significance and less sensitive to change.
- 5.13 The strip out at these levels would predominantly impact modern fabric of little to no heritage significance. The proposed notional layout would improve the overall quality and experience of the spaces at Basement B2 and B1 levels. Furthermore, it would secure a new use for this underutilised part of the building.
- 5.14 The proposed opening on the west side of the Unit will remove a discreet section of original partition wall, which is clad in a white glazed brick found throughout the basement of the listed building. The glazed brickwork to the partition wall in question is currently in poor condition and covered with modern electrical plant.
- 5.15 The location of the door has been chosen to correspond with an existing access doorway at Basement B1 level and the proposed aperture has been designed to reduce the impact on the glazed brickwork. The proposed doorway is required to enable alternative means of escape and to provide easier access to the servicing bay. It will also improve legibility and circulation through this part of the building.

- 5.16
- The vault walls and door are also considered to be historic features associated with the use of this Unit as a bank. However, the vault is no longer fit for purpose and is now underutilised. The vault door is impractical and no longer functions. The replacement of the existing vault door for a more suitable variant is considered necessary to facilitate the change of use at this level of the building. Similarly, the removal of the east and south walls to the vault, and the insertion of new glazed partitions would enable this area to benefit from an existing lightwell and is considered necessary to create a pleasant, usable environment in this part of the building.
- 5.17
- The proposal includes the creation of a passenger lift between these two levels as a means of improving access. The lift shaft would be located in an area that has already been altered by later partitions and will not have any additional impact on the planform of either B1 or B2 levels. However, a section of floor will need to be removed to facilitate the lift shaft and this would involve the removal of historic fabric.

LOWER GROUND FLOOR LEVEL

- 5.18
- The Lower Ground Floor level of Unit 1 was formerly used as the main banking floor, comprising an impressive double-height space with quality fixtures and fittings. As such, it possesses intrinsic historic and architectural interest albeit this is obscured by the current layout and internal finishes.
- 5.19
- At Lower Ground Floor, the proposals involve the removal of the modern bank fixtures and fittings, including the suspended ceiling and plasterboard partitions. This fabric makes no contribution to the special interest of the listed building and its removal would not, therefore, result in any harm to the special interest of the listed building.
- 5.20
- The internal strip out would be beneficial in that it would expose remnants of original internal fabric (see **Figure 13**). Furthermore, the proposed notional planform at this level would be more sympathetic to the historic proportions and layout of the former banking hall.

WORKS TO UNITS 6, 7, 8 AND 9

- 5.21
- Units 6, 7, 8 and 9 comprise a series of adjoining commercial units facing onto Southampton Row. The units extend from Lower Ground Floor to Mezzanine level. These units have historically accommodated various commercial uses and were extended in the mid-20th century with the infilling of the original colonnade to Southampton Row. All four units are currently vacant and predominantly comprise modern fixtures, fittings and

- planform. As such, these spaces are of neutral heritage significance and thus less sensitive to change.
- 5.22
- The proposed works to Units 6, 7, 8 and 9 include:
  - Full strip out of existing units, ready for future occupation and fit out;
  - Rationalisation of the planform through the removal of existing partitions and insertion of notional new partitions to create lab enabled spaces and circulation; and
  - Upgrades to MEP and interior finishes.
- 5.23
- The proposed works to these units would impact modern fabric and spaces of neutral heritage significance. Historic features, including the glazed brickwork to the walls in the basement, would be retained. As such, the proposed works to Units 6, 7, 8 and 9 will preserve the special interest of the listed building.

ADDITIONAL WORKS TO BASEMENT B1

- 5.24
- Basement B1 level has historically functioned as a back of house area and features a typically utilitarian character with functional fixtures and fittings. The planform has been altered over time and is currently underutilised. As such, this part of the building is of neutral heritage significance and thus less sensitive to change.
- 5.25
- It is proposed to convert large areas of Basement B1 into additional lab enabled space, write up areas and storage. These works would retain the existing core layout of Basement B1 but strip out most of the secondary sub-partitions and all non-original fabric. The historic white glazed brickwork to internal walls, which is of some heritage significance, would be retained.
- 5.26
- A notional new planform is proposed which would rationalise the layout and circulation at Basement B1 level through the insertion of new partitions.
- 5.27
- The proposed additional works to Basement B1 level would impact areas of neutral heritage significance and would cause no harm to the special interest of the listed building.

GENERAL REFURBISHMENT AND UPGRADES TO MEP

- 5.28
- There is also scope within the proposals to upgrade the finishes to B2, B1, Lower Ground Floor and Upper Ground Floor, to match the quality of the other refurbished spaces within the building, and upgrade and adapt existing MEP services as part of the Cat A fit out.

- 5.29
- Of particular note is the proposed refurbishment of the original internal features of the banking hall at Lower Ground Floor level, which would improve the appearance of a significant remnant of historic fabric and enhance the special interest of the listed building. there is also scope within the proposals for cleaning and refurbishing the original white glazed brickwork to internal walls of Basement B2 and B1 levels.
- 5.30
- More broadly, general refurbishment and upgrades to MEP would occur in neutral spaces with limited surviving historic fabric. These works will improve the experience and appearance of the interiors and, therefore, would enhance the special interest of the listed building.

GOODS LIFT 2

- 5.31
- The proposals include the adaptation of an existing lift shaft in the entrance lobby on the north side of the building to provide a dedicated goods lift. This would involve the reinstatement of a former opening (now infilled) in the west wall of an internal ground floor lobby area on the north side of the building.
- 5.32
- This lobby area is shown on Charles William Long’s original ground floor plan from 1926 and, along with the central ground floor atrium, comprised one of four impressive entrance halls which were faced in Subiaco marble with Greek style decoration and much decorative brasswork. The entrance halls are referenced in the statutory list description, and this is an area of very high significance within the listed building.
- 5.33
- It is indicated on the 1926 plan that the entrance hall on the north side of the building was originally served by two lift shafts on the east and west sides of a lobby. The proposals seek to reuse the existing lift shaft on the west side of this lobby which, originally, did open onto the ground floor level.
- 5.34
- The design of the new lift plant has been carefully conceived to minimise its visual impact on the character and appearance of the listed building, particularly the north entrance lobby. The existing light fitting and the original marble surround would be retained. A section of later marble-faced infill would be removed to make way for contemporary lift plant. The lift doors would be in a simulated brushed bronze finish in keeping with the decorative brasswork.

- 5.35
- The adaptation of the existing lift shaft for a goods lift will have no impact on the legibility or character of the internal spaces. The reinstatement of the opening would result in the removal of modern infill fabric only, which is of no special interest. Overall, this element of the works would result in no harm to the significance of Victoria House.
- 5.36
- The goods lift is required to service the proposed lab-enabled spaces within Units 6,7,8, and 9. The provision of a goods lift here would reduce pressure on the existing arrangement of goods lifts and access requirements within the building. As such, this element of the works could be considered beneficial to the experience, functionality and viability of the listed building.

CONCLUSION

- 5.37
- Overall, the internal works would deliver material and significant heritage benefits that would preserve the special interest of the listed building.
- 5.38
- We do not consider Paragraph 202 of the NPPF (2021) to be engaged. However, if the proposals are perceived to cause some harm to the special interest of the listed building, through the alterations to planform and the limited removal of historic fabric, it must be at the low end of less than substantial harm and is more than capable of being outweighed by the following beneficial works:
  - General refurbishment of interior spaces, including the historic banking hall within Unit 1 and the white glazed brickwork at Basement B1 level, to better reveal their significance;
  - Improvements to planform and circulation at Basement B2, Basement B1, and Lower Ground Floor; and the
  - Reactivation of the commercial units fronting onto Southampton Row.
- 5.39
- Considerable weight also attaches to the fact that the proposals find beneficial uses for the lower floors of the listed building, which are currently underutilised.

IMPACT ON THE CHARACTER AND APPEARANCE OF THE CONSERVATION AREA AND SETTING OF NEARBY LISTED BUILDINGS

- 5.40
- Overall, the external character and appearance of Victoria House will be unchanged. The proposals relate to internal fabric only and will, therefore, not change the experience or appreciation of this part of the conservation area or the setting of nearby listed buildings.
- 5.41
- The character and appearance of the conservation area and the setting of nearby listed buildings is therefore preserved in terms of the physical appearance of the building.
- 5.42
- The proposals will re-activate the ground floor frontage of Victoria House facing onto Southampton Row. This is a major thoroughfare running northwest-southeast through Bloomsbury.
- 5.43
- The refurbishment of the existing structural glazing and increased activity on this part of the site will enhance the vitality and interest of this currently under-utilised part of the building. The proposals would, therefore, result in an enhancement to the conservation area.



**6.0**

# **CONCLUSION AND POLICY COMPLIANCE**

**VICTORIA HOUSE, 37-63 SOUTHAMPTON ROW, BLOOMSBURY, WC1B 4DR**

# CONCLUSION AND POLICY COMPLIANCE

- 6.1
- Montagu Evans have been instructed by Oxford Victoria House Development Limited to produce this heritage statement in support of the application for planning permission and listed building consent for works to Victoria House, Bloomsbury Square, in the London Borough of Camden.
- 6.2
- The proposals have been designed by Corstorphine & Wright Architects and comprise:  
*"Use of part basement 2, part basement 1, part lower ground, part upper ground and part mezzanine as Class E use together with internal alterations including the provision of a new lift opening and flexible partitions."*
- 6.3
- The scheme by Corstorphine & Wright has been developed in collaboration with a full, professional consultant team and the Applicant. It has been an iterative design process including close consultation with the Council.
- 6.4
- The purpose of this advice has been to ensure that the development responds sensitively and in a complementary way to the special interest of the Grade II listed building and the character and appearance of the Bloomsbury Conservation Area.
- 6.5
- In our judgement, the proposals represent an opportunity to secure and refurbish these parts of the building in a use that will secure its long-term conservation, occupation and maintenance in line with the local plan policy aspirations for the area. The designs and broader concepts for the Site presented by the architect demonstrate a conservation-led approach which respects the character and history of the building, and which seeks to protect its authenticity and reveal fabric of significance where possible.

## POLICY COMPLIANCE

- 6.6
- This assessment has followed the approaches set out in legislation, policy, and best practice guidance, namely the 1990 Act, the Development Plan, the NPPF, and guidance published by Historic England. Furthermore, it is mindful of the great weight that should be given to the preservation of heritage assets which has been confirmed in Court judgements. To preserve the significance of a heritage asset has been defined as 'to do no harm'.
- 6.7
- In accordance with the statutory duties outlined in The Planning (Listed Buildings and Conservation Areas) Act 1990, we conclude that the special interest of Victoria House (Grade II) and the character and appearance of the Bloomsbury CA would be preserved by the proposals. In accordance with the terminology of the NPPF (2021), it is considered that the proposals would result in 'no harm' to the listed building and the conservation area.
- 6.8
- On this basis we consider that the proposals comply with Policy HC1 of the London Plan and Policy D2 of the Camden Local Plan. The development would also comply with policies 194, 199, 202, and 206 of the NPPF. On that basis the decision maker will be able to discharge their legal duty under sections 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and listed building consent is capable of being granted.

# APPENDIX 1: LIST ENTRY DESCRIPTION

VICTORIA HOUSE, 37-63 SOUTHAMPTON ROW, BLOOMSBURY, WC1B 4DR



# VICTORIA HOUSE AND ATTACHED RAILINGS

## Official list entry

Heritage Category: **Listed Building**

Grade: **II**

List Entry Number: **1378788**

Date first listed: **04-Dec-1990**

Date of most recent amendment: **11-Jan-1999**

Statutory Address 1: **VICTORIA HOUSE AND ATTACHED RAILINGS, 37-63, SOUTHAMPTON ROW**

This List entry helps identify the building designated at this address for its special architectural or historic interest.

Unless the List entry states otherwise, it includes both the structure itself and any object or structure fixed to it (whether inside or outside) as well as any object or structure within the curtilage of the building.

For these purposes, to be included within the curtilage of the building, the object or structure must have formed part of the land since before 1st July 1948.

**Understanding list entries** (<https://historicengland.org.uk/listing/the-list/understanding-list-entries/>)

**Corrections and minor amendments** (<https://historicengland.org.uk/listing/the-list/minor-amendments/>)

## Location

Statutory Address: **VICTORIA HOUSE AND ATTACHED RAILINGS, 37-63, SOUTHAMPTON ROW**

The building or site itself may lie within the boundary of more than one authority.

County: **Greater London Authority**

District: **Camden (London Borough)**

Parish: **Non Civil Parish**  
National Grid Reference: **TQ 30393 81709**

## Details

TQ3081NW 798-1/100/1481

CAMDEN SOUTHAMPTON ROW(West side) Nos.37-63 (Odd) Victoria House and attached railings

(Formerly Listed as: SOUTHAMPTON ROW Nos.37-67 Victoria House and attached railings)

04/12/90 GV II Commercial building with ground floor shops on east side. c1926-32. By Charles William Long. For the Liverpool Victoria Insurance Company as their headquarters. Sculpture by Herbert William Palliser. Ornamental brasswork by the Bromsgrove Guild. Steel frame clad with Portland stone, bronze infill panels and copperlite glazing surrounds. Green slate mansard roof with dormers. EXTERIOR: eight storeys, sub-basement and basement on a rectangular island site with facades to Bloomsbury Square, Bloomsbury Place, Vernon Place and Southampton Row. Long sides, 15-window bays; returns five-window bays. West facade to Bloomsbury Square with tall channelled ground floor, central distyle-in-antis Ionic (Erechtheion) portico through first to fourth (attic) floors. Attached columns as far as projecting end bays with paired pilasters. Ground floor to third floor windows tripartite with small panes; second floor with relief pediments. Attic windows, with small panes in plain rectangular recesses, grouped in trios in the frieze (corresponding to window beneath). Tympanum with sculpture of central robed figure with arms outstretched flanked by other figures expressing the bounty of the natural world. To either side, cornice surmounted by parapet with panels of open ornamental brasswork behind which a further attic storey with trios of windows slightly offset from parapet openings. Mansard dormers slightly offset again; all echoing shape of triangular pediment. Central two storey feature above mansard. East facade similar but with shops at ground floor level (originally recessed but now with projecting C20 shopfronts) and tympanum sculpture on the theme of navigation and new forms of industry. Returns similar in style with distyle-in-antis centres, paired pilasters and no tympana. Entrance doors on all sides of panelled bronze. INTERIORS: virtually unaltered. Entrance lobbies on all four sides faced in Subiaco marble with Greek style decoration and much decorative brasswork. Central ground floor public area, open through three floors to elaborate coffered suspended ceiling. Basement meeting/dance hall with coloured glass light fittings, door furniture and surrounds in polished steel and radiator grilles embossed with VH monogram. Extensive mahogany panelling to thirrd floor offices. Some rooms with C18 fireplaces from houses previously on the site.

Listing NGR: TQ3039381709

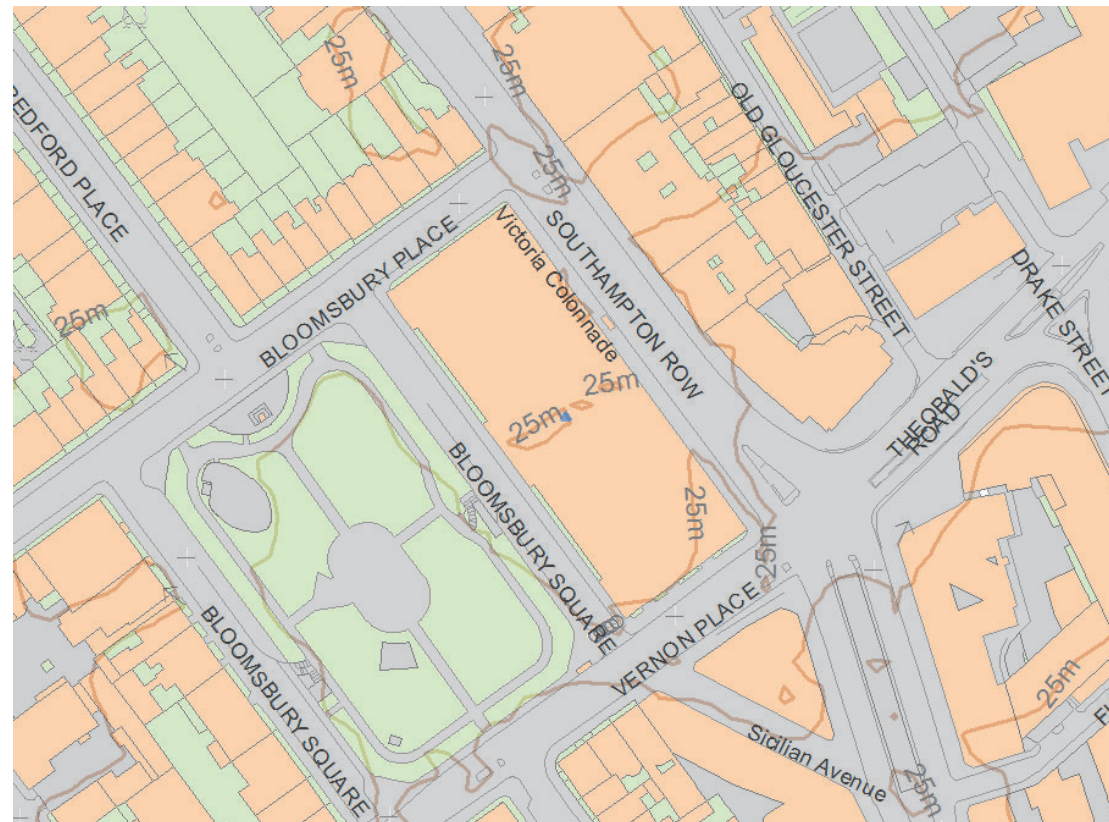
## Legacy

The contents of this record have been generated from a legacy data system.  
Legacy System number: **478142**

Legacy System: **LBS**

## Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.



## Map

This map is for quick reference purposes only and may not be to scale.  
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End of official list entry

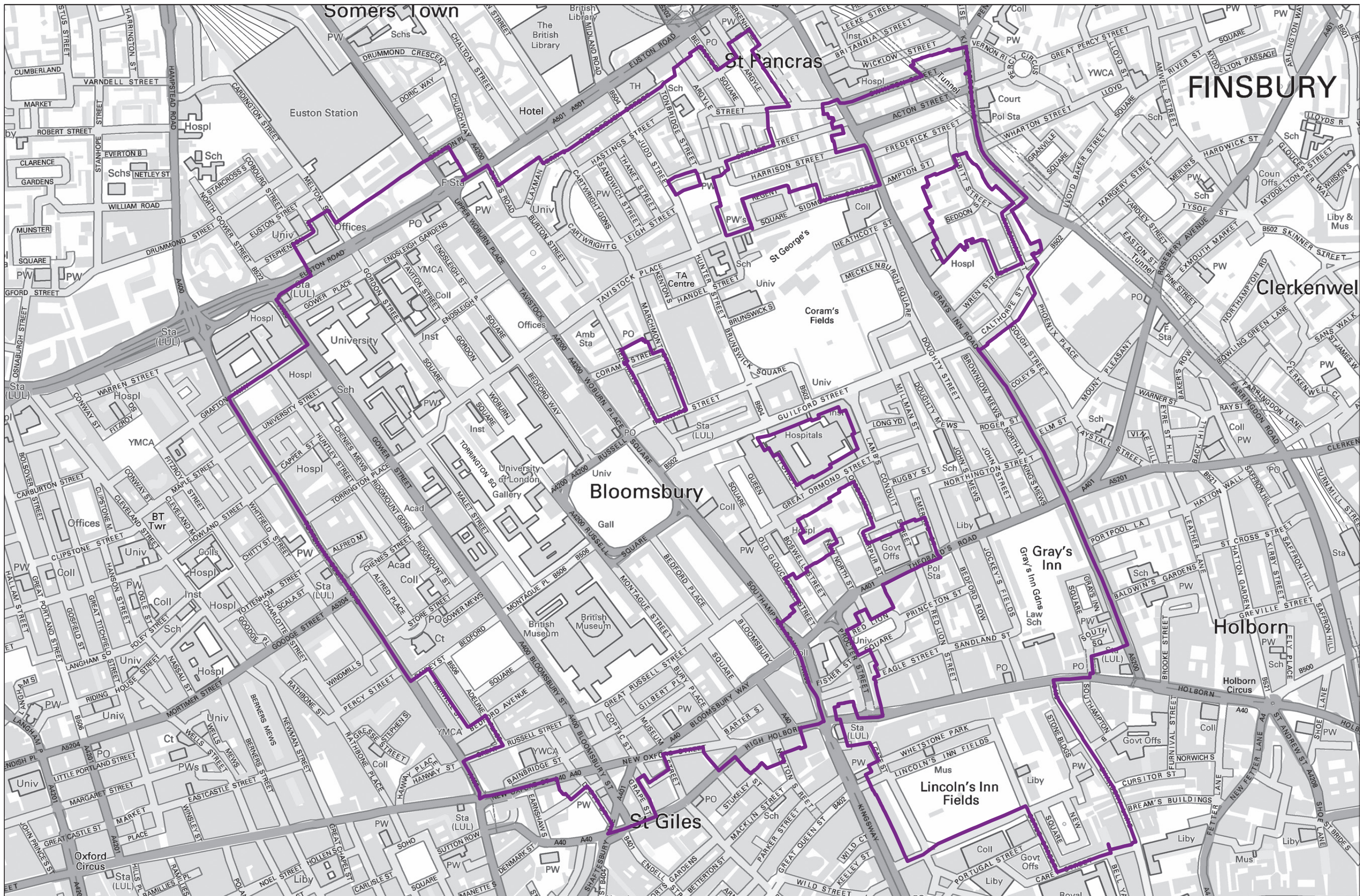




# APPENDIX 2: CONSERVATION AREA PLAN

VICTORIA HOUSE, 37-63 SOUTHAMPTON ROW, BLOOMSBURY, WC1B 4DR





## Bloomsbury CA



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