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Allies and Morrison Urban Practitioners





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Opposite page Windsor House, viewed from Cumberland Market



1. INTRODUCTION AND STRATEGIC CONTEXT

INTRODUCTION AND PURPOSE

This report has been commissioned to provide a deeper understanding of the historical development and significance of the Euston area to inform the production of the Euston Area Plan. It identifies and describes character areas, assesses their relative architectural and historic importance and provides an evidence base for retaining areas of distinctive character. It examines the components of the historic environment and the relationships between them.

By highlighting significant, sensitive and designated areas, the report can be used for those planning change to the area, ensuring that the essential architectural and historic character of the area is safeguarded.

The report is intended for all those who have an interest in the future of the area: residents, businesses, public agencies, highways, transport and planning authorities.

APPROACH

The content of the report follows the approach advocated in English Heritage's publication Understanding Place.

The history of the area is explored, looking at the way it has evolved and changed with the growth of London. It investigates the overall qualities of the Euston area and analyses the distinct character elements that make up its identity.

The work combines fieldwork with historical research, including a close study of historic maps and other published and unpublished material.

Camden Council is drawing up a Borough-wide list of buildings of local interest, using agreed selection criteria. This report does not pre-empt the Council's work, but it identifies buildings and features that contribute positively to the character or appearance of the Euston area. It is hoped, therefore, that the findings of this report will help inform the forthcoming local list.

REPORT STRUCTURE

Following this introductory section, the Historic Area Assessment is structured as followed:

- Section 2 an historical summary of the origins and development of the Euston area to the modern day;
- Section 3 an area wide urban design analysis outlining the key characteristics of the area;
- Section 4 an overall character statement and identification of the key features informing the legibility of the area;
- Section 5 identification and description of distinct character areas;
- Section 6 a management framework outlining area wide opportunities and key considerations for each character area:
- · Section 7 concluding comments; and
- Appendix a list of designated heritage assets within the Euston Area Plan area.











STRATEGIC CONTEXT

The London Plan (July 2011) identifies Euston as a growth area and expects that a minimum of 1,000 new homes and 5,000 jobs should be provided in the area between 2001 and 2026. The Camden Core Strategy (October 2010) envisages that redevelopment at Euston could include 1,500 new homes and in the region of 70,000 sq m of additional business floorspace, as well as significant retail floorspace.

The Euston area is also likely to undergo significant change as a result of High Speed Two (HS2), which will include a terminus on an expanded Euston Station footprint. This will involve the demolition of a large number of buildings (including homes and business premises) and the loss of open spaces and listed buildings. HS2 could also provide a catalyst for change in the wider area, providing potential for new development above the new station, and in the wider area.

The Euston Area Plan will provide a vision for the future, set out long term mitigation measures to address the impacts of High Speed Two, and ensure that any potential benefits associated with HS2 are maximised. The framework will take the form of an Area Action Plan adopted to Camden's Local Development Framework and will also be adopted as Opportunity Area Planning Guidance supplementary to the London Plan.

The Plan will be finalised by late 2014 and the emerging plans and policies will be shared with HS2 to influence their emerging plans. Camden Council is working with the Mayor of London's Greater London Authority (GLA) and Transport for London (TfL) to produce this plan.



Study area Aerial photograph of the Euston Area Plan area.

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HIGH SPEED 2 CONTEXT AND IMPACTS

High Speed 2 will be the UK's new high speed rail network and is being designed and built to increase capacity for both passengers and freight, particularly on the West Coast main line. HS2 is a massive infrastructure project that will result in significant change to the Euston area. An enlarged railway terminus with longer platforms and will be able to accommodate almost 20,000 passengers per hour, occupying a bigger area than the current station. The addition of extra tracks, platforms and other operational demands is expected to result in the loss of open spaces and listed buildings as well as the demolition of a large number of homes and business premises. There will also be considerable impacts, certainly during the construction period and possibly beyond, of noise, dust, disruption and traffic problems for people living or working close to the railway.

More positively, it is acknowledged that the HS2 project could provide a catalyst for change, providing opportunities for new development above the new station and stimulating investment in the wider area.

Any development proposal will be accompanied by a full environmental impact assessment. The purpose of this report is not to pre-empt that assessment or to propose mitigation measures, but rather to provide an objective guide to the heritage interest of the Euston area and to show the relative degrees of sensitivity and importance of its various components.

HS2 teams are currently undertaking design and environmental work for phase one in order to present a hybrid bill to Parliament by the end of 2013, with a view to receiving Royal Assent in 2015 for the powers to build and operate the route between London and Birmingham. The current timetable anticipates construction after 2017 with the Phase 1 line opening in 2026. The promoters are HS2 Ltd, a company set up in 2009 and wholly owned by the Department of Transport.

BEST PRACTICE GUIDANCE

Within the context of High Speed 2 and, given the historic character of the Euston Area Plan area as detailed in this report, it is important that any change responds to best practice guidance, including the following English Heritage documents:

Conservation Principles

English Heritage's publication Conservation Principles sets out a general conservation philosophy for the management of change in historic places. It defines a heritage asset and shows how any such asset can be examined in terms of its cultural values, which may be evidential, historical, communal or aesthetic. The sum of the cultural values gives the overall significance of the asset.

Understanding place

A description of types of historic area appraisals is set out in English Heritage's guidance Understanding Place. It also sets out an approach to preparing appraisals at various levels of detail. The following factors are relevant to an assessment of this nature:

- Geology, aspect, relief;
- Layout, parcel (plot and block), size shape and land use, regularity and density of street pattern and other communications; positioning of buildings in relation to plots and sightlines; building scale and density, and their relationship to street width; and the size, frequency and formality of the open space;
- Buildings: functional types, morphology, including plan-forms and roof shapes; architectural styles and periods, features and motifs; prevalent building materials and colour palette;
- Designed landscapes, green spaces and public realm, including street furniture;
- Sensory aspects including traffic and traffic noise;
- Movement; and
- Diurnal and seasonal variations.



High Speed 2 boundary Euston Area Plan boundary



2. HISTORICAL SUMMARY

Up to the eighteenth century the parish of St Pancras was mostly common land and pasture, with the only buildings being the old church and two manors. There was a manor house at Totenhale, to the north-east of what is now the Euston underpass, and there may have been a knot of buildings around the medieval manor of Cantelowes at Camden Town. Change came rapidly after the 1750s however and within less than a century the area had been transformed from open countryside to its present intensely urban form.

The catalyst for change was the construction in 1756-7 of the New Road which ran from Paddington to Islington (now Marylebone Road and Euston Road). The New Road was created to relieve heavily congested east west route of Oxford Street and Holborn and drive cattle to market at Smithfield. It was also intended to some degree to halt what was seen as the "ruinous rage for building" on the north side of town by the Bedford, Portman and Fitzroy Estates, amongst others. Horace Walpole described the New Road as being "built to pass the stones": in this light it can thus be claimed as the world's first urban bypass.

Some ribbon development appeared along the New Road in the late 1700s but the most significant development was a speculative venture by Jacob Leroux on land leased from Lord Somers and thereafter named as Somers Town. Its narrow terrace streets also contained the Polygon a tight ring of tall villas facing outwards from within a square.

The next major change came with the creation of Regent's Park. John Nash was appointed as Architect to the Department of Woods and Forests – The Department's Commissioners instructed Nash to develop a new plan for the park that would be the northern culmination of Nash's ambitious replanning



Euston Square (Undated, source: Camden Local Studies and Archives Centre)



Eversholt Street (Undated, source: Camden Local Studies and Archives Centre)

of the West End, from Carlton House Terrace and Regent Street to Portland Place. Contemporary with the park, and defining its northern boundary, was the Regents' Canal, built to bring goods from the Midlands into the heart of London. Nash built a working-class quarter for canal workers and to complement the fine houses in and around Regents Park but there was a conscious segregation with few links between the two.

The New Canal Company was founded in May 1811 to form a canal linking Paddington Basin to the Limehouse Cut. The Canal Bill received royal assent in July 1812 and work began on the eightmile stretch of canal. In 1813 an Act of Parliament authorised construction of a branch canal to Cumberland Market. The resulting design, known as the Collateral Cut – or more familiarly by canal users as the "Cumberland Turn" - would run south through Park Villages East and West and end at the docks (known variously as Regents Park Basin or Cumberland Basin), surrounded by wharfs supplying the markets in the adjacent squares east of Albany Street. A commercial ice well some 25m deep was accommodated on its west side of the basin, stocked with Norwegian ice.

The Nash plan was for the canal basin to serve three market squares (hay and straw in the first, meat and vegetables in the second and third) linked on the north-south axis of Osnaburgh Street Cumberland Market (1819), the northernmost and largest, provided for the essential function of transporting foodstuffs into London and horse manure out to the farms on the urban periphery and beyond, again using the Regents Canal. The Market opened as a hay market in 1830 to replace the area off Piccadilly that still bears its name. The southern markets were not successful and were quickly adapted as residential squares of small houses. These were Munster Square (originally York Square) and Clarence Gardens (1823-4).

To the south of the study area, Bloomsbury was assigned by the Crown after the dissolution of the monasteries to the First Earl of Southampton, Thomas Wriothesley, a former Lord Chancellor. From 1660 the Southampton Estate began to be developed as a grid of terraced streets, three or four storeys high. Bloomsbury Square was laid out 1661 by the 4th Earl of Southampton as a prelude to his own house and spread steadily northwards. Euston Square, stretched across both sides of the New Road, was built in 1827.

The most dramatic intervention came in 1837 with the opening of Euston Station, with its cutting and railway tracks carving a swathe through the fields and streets of Chalk Farm and creating tremendous upheaval. Dickens, a one-time Somers Town resident, described the scene as a "great earthquake" in his 1848 novel Dombey and Sons. The railway was denied the legal right to press further into the city and halted at the edge of the Southampton Estate, two blocks north of Euston square.

In 1860 the Metropolitan railway from Paddington to Farringdon was laid beneath the New Road using the 'cut and cover' method, thereby avoiding the legal complications and expense of tunnelling under properties. It was the first underground railway in the world and became an immediate commercial success; it was soon extended into the city at Moorgate and west to Hammersmith.

In 1875 the Midland Railway acquired further land to build their Somers Town goods depot with a frontage

to Euston Road. The displacement resulted in a barrack-like development in the middle of Clarendon Square, replacing Leroux's polygon. Subsequent overcrowding and insanitary conditions prompted early rebuilding of the worst of the housing in the area, in and around Somers Town. Much of this was provided by the LCC and later by the 1920s by the pioneering St Pancras House Improvement Society. In 1906 the railway cutting to Euston was widened, resulting in the demolition of the eastern side of Park Village East and a new bridge to Mornington Terrace.

Rebuilding around the Canal Basin began in the 1930s as a neo-Georgian social housing development for local workers and war veterans (the Cumberland Market Estate) built around Cumberland Basin by the Crown Estate and handed over to the borough of St Pancras after the war.

The Regents Park canal branch was drained during the blitz, reputedly because it was too conspicuous during air raids, and the basin was filled with rubble from the many bombed properties in the Euston area. It was covered with topsoil and became the base of the Crown Tenant's Horticultural Society, who turned the basin into allotments as part of the Dig for Victory campaign. It survives as one of oldest running and largest collection of horticultural allotments in London.

Extensive bomb damage and slum clearance prompted an ambitious postwar programme of redevelopment after the war by the Borough of St Pancras. The Regent's Park Estate was the largest of these. It was not built to any single plan, but rather to several, which accounts for its somewhat disjointed form but also for the variety of housing types. Development started in 1951 around Cumberland Market and progressed southwards towards Euston Road.



(Undated, source: Camden Local Studies and Archives Centre)



Eversholt Street (Undated, source: Camden Local Studies and Archives Centre)

In the 1960s and 70s there were two further great changes; in the study area, British Railways rebuilding (including the demolition of the Philip Hardwick's entrance portal and screen – the "Euston Arch" – in 1963) the new Euston Station (opened 1968) and the creation of the Euston Road underpass, with a cluster of tall office towers at the junction. In the 1970s the station redevelopment was completed with a frontage of commercial buildings by Richard Siefert.

Euston station remains a major hub of activity and is used by some 50 million passengers each year Steadily increasing traffic has made Euston Road more of a barrier to free pedestrian movement, reinforcing the separation of the Euston area from the west end and the city. Its architectural character has also been changed by a leap in scale and a shift from residential and smaller scale commercial uses to major office development.



1834 By 1834 the study area had been substantially developed, with Euston Square laid out as well as the Regents Park Canal basin and squares to the south. However, the are to the north of Euston Square remained as pasture, making it a convenient location for London's first inter-city railway station.



The 1870 plan shows Euston station prior to its western and southern phases of expansion, with the Euston Arch present on Drummond Street. It also shows how Euston Square was originally laid out on both sides of Euston Road, as well as the lost traditional street patterns of the now Regent's Park and Ampthill Estates.



1894-95

Easton Station was enlarged in 1875 with new platforms and railway lines on its western side. This entailed the loss of Whittlebury Street and a substantial tranche of the former burial ground at St James's Gardens. A widened cutting also caused the demolition of the carriage sheds and part of Ampthill Square. The large scale of the station contrasts with the footprints of St Pancras and Kings Cross to the east.



1938 The distinctive footprint of the Ossulston Estate can be seen, as large scale public housing projects began to change the character of the area again. Some of the open spaces in the area are about to be redeveloped; most noticeably the south side of Euston Square and the gardens in front of Mornington Crescent.



1971-73

The 1973 plan shows the considerable changes wrought in the area since the Second World War. The Regents Park estate is complete, having been built out north to south over a fifteen year period. It largely dispensed with the conventional grid of terraces and squares that formerly characterised the area but the outlines of the squares themselves can still be traced. The Ampthill Estate wholly erased the

The redevelopment of Euston station, including the demolition of Hardwick's booking hall and propyleum (the Euston Arch), was closely followed by the creation of the Euston Road underpass and the monumental Euston tower.



3. AREA WIDE ANALYSIS

This section describes the main urban design characteristics of the Euston Area Plan area. This analysis highlights the multifaceted nature of the study area and has helped form the basis of the character area distinctions made in section five.

The following features of the study area are outlined in this section:

- Built form;
- Heritage designations;
- Evolving street pattern;
- Social housing estates;
- Movement and street pattern;
- Land use;
- Open spaces;
- Building frontage;
- Recent planning applications;
- Building heights;
- Tall buildings; and
- Materiality and building design.

BUILT FORM

The figure ground diagram opposite shows the contrasts between the building footprints in the study area and their relationship to the streets and spaces around them.

The concourse and trainshed of Euston station dominates, followed by the railway carriages building further north, curving with the railway tracks. They are rivalled only by St Pancras further east. The large scale institutions and commercial buildings on Euston Road also stand out.

The fault line of Hampstead Road, between the Regents Park Estate to the east and the grid of the Bedford Estate's Bloomsbury development can also be seen. So too is the contrast between the open plan layout of the postwar housing estates to the west and north, and the compact developments at Ossulston Street and its neighbours.

Drummond Street, Eversholt Street and Chalton Street are the main survivors of Georgian estate planning.



The open plan and interlocking block form of the Regent's Park Estate contrasts markedly with the conventional terraces and streets nearby, including Drummond Street. The massive footprint of Euston Station is a reflection of its dominance of the area. On Euston Road, the large scale monumentality of the buildings is reflected in their plan form.

Euston Area Plan boundary

EVOLVING STREET PATTERN

The street pattern has been generated by the opportunity presented by the New Road in the 1750s, followed by the northwards spread of the Bedford Estate and the creation of Regents Park. Superimposed on this layout came Euston station – widened and lengthened several times – and the redevelopment of the streets of early public housing.

A legacy of the historic development of the street pattern is the heavy traffic along Euston Road which acts as a barrier between Camden and Bloomsbury and creates a poor pedestrian experience. East west severance has also been increased as the number of connections between Eversholt Street and Hampstead Road has diminished through the expansion of Euston Station and the redevelopment of the Ampthill estate. In addition, social housing projects, particularly the Regent's Park Estate, have eroded the traditional street pattern, negatively impacting the legibility of the area.



Drummond Street / Doric Way

Until the redevelopment of Euston Station in the 1960s, Drummond Street ran in front of the old station. The severed eastern section has been renamed Doric Way in tribute to the Euston Arch, which fronted old Drummond Street as the centrepiece of the station.



Euston Area Plan | Historic Area Assessment 25

--- Reconfigured route

The area remains nightly permeable and the historic street pattern from the mid nuneteenin century is still evident. The most noticeable changes have been the severance of paths and routes by the Euston railway cuttings, and the shortening of Drummond Street (including loss of the Euston Arch) with the redevelopment of the station in the 1960s. The Regent's Park Estate redevelopment removed Osnaburgh Street the axial route connecting the three Nash Squares

HERITAGE DESIGNATIONS

Three conservation areas overlap with the study area and there are a number of listed buildings but these tend to be scattered survivors rather than complete ensembles. Exceptions include the Ossulston Estate and part of Harrington Square.

The London Plan and the London View Management Framework March 2011 identify strategic views, including prospects and panoramas, that are to be safeguarded. Three viewing corridors cross the study area. In addition, the conservation areas which border and somewhat overlap the Euston Area Plan identify key views which could be impacted by redevelopment in the area.

Five of the open spaces in the study area are protected under the London Squares Act 1931.

A list of designated heritage assets with the Euston Area Plan area is included as an appendix to this report.



Heritage designations

In addition to the designated assets shown on this plan, there are a large number of buildings and features that are of local architectural or historic interest. These are identified individually in the character area assessments (chapter five of this report).

- The old line Parkway Tunnel and Cutting is listed Grade

 The attached wall and gate piers to the Edinburgh
 Castle are also listed Grade II.
- 2. The pair of stone piers with lamp standards at each end of Mornington Street railway bridge are listed Grade II.
- St James's Gardens has 3 listed features; a drinking fountain, monument and obelisk.
- The railings to Euston Square, the two lodges and the war memorial are listed, as is the statue of Robert Stephenson at the station entrance.

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- 200 Strategic view - landmark viewing corridor
- //// Strategic view lateral assessment area
- Strategic view background assessment area
- Conservation area
- London square
 - Listed building
- Euston Area Plan boundary

SOCIAL HOUSING ESTATES

The Euston area contains within its small compass an extraordinary range of public housing from 1900 to the present day, with an attendant degree of architectural experimentation. Promoters included London County Council, the Crown Estate, Metropolitan Borough of St Pancras and Camden Council. The work of social housing pioneers such as the St Pancras Housing Improvement Society is being continued by registered social landlords including Peabody.



MOVEMENT AND STREET PATTERN

The street pattern has been generated by the opportunity presented by the New Road in the 1750s, followed by the northwards spread of the Bedford Estate and the creation of Regents Park. Superimposed on this layout came Euston station – widened and lengthened several times – and the redevelopment of the early streets for public housing. Euston Road was widened but also built over on its southern half.



LAND USE

There is a wide mix of activities and land uses in the study area. Euston Road and the mainline station are magnets for commercial and institutional uses; there are also several hotels. Some of these commercial uses stretch up the main roads of Hampstead Road and Eversholt Street and there is also a concentration on Chalton Street. Elsewhere housing predominates, supported by schools, health centres, local shops, restaurants and pubs.

The land use pattern is largely a legacy of the historical development of the area, with the bigger functions taking advantage of the presence of Euston Road. The residential development stems from the expansion of the great estates in the nineteenth century, albeit with much of the subsequent redevelopment adopting radically different physical forms.



OPEN SPACES

The study area is sparsely provided with open space and although Regents Park is close by access from Albany Street has always been restricted. Mornington Crescent Gardens, Ampthill Square, a substantial part of St James's Gardens and half of Euston Square can only be viewed through historic maps and photographs having disappeared under the railway or through redevelopment.

Accordingly, the open spaces that have survived take on great amenity value. The presence of many mature trees, especially London planes, in the squares and streets is a compensating factor in an otherwise hard urban environment.

The allotments to the north of Cumberland Market are on the site of the old canal basin and are of historic interest as well as an important local amenity.



BUILDING FRONTAGE

Many diverse and lively frontages have been lost through redevelopment or the operational needs of Euston Station, which presents completely inactive frontages on three of its four sides. The most active frontages tend to be the older buildings or the better preserved historic streets, like the Chalton Street and Drummond Street area. By contrast, the open planning of the postwar Regents Park and Ampthill estates have pushed the residential blocks away from the street and there is little interaction with passersby.


The assessment of building frontages on the above plan (which is repeated for each of the character areas in section five of this report) is based on their contribution to the overall urban design quality of the area and does not represent an assessment of their historic importance.

Front/active/positive frontage

Poorly defined/neutral frontageBack/blank/negative frontage

DEVELOPMENT CONTEXT

Euston Road, particularly at Regent's Place, has been the focus for most larger scale recent development activity. In the residential areas, the most significant recent scheme is the redevelopment of Netley School (on-site 2012-13) as part of a mixed use development on Stanhope Street.

In addition to the recent planning applications shown in the table below the NEO development is currently onsite within Regent's Place. This mixed-use development includes approximately 500,000 sq ft of office space and 94 apartments within the 26 storey Triton building. Camden Council's Site Allocations Development Plan forms a key part of its Local Development Framework. Allocated sites for change within the Euston Area Plan area are shown on the map on the facing page, these are:

- A Granby Terrace depot;
- B Land at Goldsmith's House and adjoining land;
- C 132-140 Hampstead Road;
- D 1-39 Drummond Crescent;
- E 110-122 Hampstead Road (former National Temperance Hospital);
- F Euston Station; and
- G Westminster Kingsway College.

Plan ref.	Name/location	Application no.	Proposed use	Height	Year
1	100 Park Village East	2007/0911/P	41 flats	3 to 10 floors	2007
2	Granby House, Granby Terrace	2007/0291/P	Ground floor offices with 5 flats above	4 floors	2007
3	Former Elizabeth Garret Anderson Hospital	2007/3736/P	Unison offices (10,523 sq m), 47 residential units and 1 retail unit	2 to 11 floors	2007
4	107-109 Hampstead Road	2007/1442/P	1 retail unit with 8 flats above	4 floors	2007
5	72-76 Eversholt Street	2008/3555/P	6 flats.	4 floors	2008
6	132-142 Hampstead Road	2010/4683/P	Change of use of existing building to offices and warehouse and new building on petrol station site of 38 flats and 1 retail unit.	Approx 6 floors for existing building and 12 floors for new building	2010
7	Netley Primary School	2012/2089/P	Foundation unit, primary pupil referral unit, community learning centre and 80 residential units.	Over 3 buildings of 2, 5 and 8 floors	2012
8	Walkden House, 10 Melton Street	2012/2222/P	Offices and 18 residential units .	5 to 6 floors	2012

Major planning applications since 2007 (all granted but potentially still subject to a Section 106 Legal Agreement)



Camden site allocations

BUILDING HEIGHTS

Building heights vary considerably across the study area. Most of the surviving historic terraces are three to four storeys, sometimes with attics and basements. Interwar housing blocks are taller at up to six storeys. The postwar housing gave rein to tall slabs of up to eleven storeys, followed by a mix of maisonettes (four storeys) and point blocks. These were followed in the 1960s by the three towers of the Ampthill Estate and the commercial office buildings on Euston Road.



7 - 10 floors 11+ floors

TALL BUILDINGS



View from Primrose Hill Tall buildings within the study area are highlighted

The view above shows the Strategic View of St Paul's Cathedral from Primrose Hill. The view of St Paul's from this location is protected and proposed new development will be assessed using criteria set out in 'The London Plan and the London View Management Framework, GLA, March 2012'.

Many of the tallest buildings in the study area come above the treeline and are silhouetted against the skyline.

The tallest of these and its signature landmark is the 124m Euston Tower but three towers of the Ampthill Estate also stand out. The Siefert towers in front of Euston Station piazza come uncomfortably close to the dome of St Pauls but do not obscure it.

The High Speed 2 project would be likely to intensify development pressure at and around Euston Station. Replacement of the office towers in front of the station with lower rise development could potentially enhance the view of St Paul's from Primrose Hill.



Ampthill Estate towers



Pullman Hotel



Unison



40 Melton Street



Euston Tower



Evergreen House





Regent's Park Estate towers



1 Eversholt Street



University College Hospital



Grant Thornton House

Triton Building



MATERIALS AND ARCHITECTURE

There a vast range of building materials in the study area although a common palette often prevails in each of the character areas.

John Nash favoured stucco for his classical set pieces around Regent's Park. The Euston Square houses were also in stucco. Elsewhere however, the ubiquitous London stock brick is widespread, the natural yellow-grey pigment, quickly turning black in the soot and sulphur of 19th century London.

Sandstone was used by Hardwick for his 1840s station, including the Euston Arch. Later, with the twin influences of Arts and Crafts architecture and the Queen Anne revival, red brick with Bath or Portland limestone dressings was in vogue, most spectacularly in the LCC fire station on Euston Road.

The twentieth century introduced a profusion of materials – Portland stone for the classical revival, brown brick, concrete, steel and glass as well as every shade of cladding panel.

The stylistic language has been similarly broad, with every architectural movement, theory and fashion represented from the Regency period to the present day.















PUBLIC REALM

Most of the public highway is covered in conventional tarmacadam and the pavements and footpaths are largely in concrete slabs and kerbs.

The common materials in the nineteenth century were York sandstone paving slabs, with sandstone or granite setts for the carriageway or other heavily used areas such as the canal basin and Cumberland Square.

Fragments of setts survive in various places and are a reminder of the area's past.



GREEN ELEMENTS

The streets are surprisingly well supported by planted elements, especially mature trees including London planes in Euston Square, St James's Gardens and Harrington Square. These bring welcome shade and seasonal variety, as well as providing a natural foil to the hard built form.





4. OVERALL CHARACTER

EUSTON AREA PLAN CHARACTER DESCRIPTION

As much as anywhere in London, the Euston area has been shaped by its history and its associations with the growth of the capital during and after the industrial revolution; population expansion, with a demand for houses for the wealthy seeking space and clean air outside the congested city. Euston was the first mainline station (1837) and was followed by Kings Cross (1851) and St Pancras (1868). This investment created jobs and the demand for workers housing, but also massive disruption, forced rehousing and the loss of precious open space. The Metropolitan Line providing mass transport for city clerks and other workers was a further contributor. Later, as substandard or war damaged housing was cleared, social housing became a defining characteristic of the areas on each side of the station.

The area today is dominated by Euston Station; not simply because of its size, but also because of the activity it generates in the concourse, the streets and squares around the station - both pedestrians and vehicles.

Euston Road is one of London's busiest transport arteries and its longstanding commercial importance is evident in the scale and height of the buildings along its length. The volume of traffic makes it a barrier to free movement on foot from Bloomsbury to Euston.

Hampstead Road and Eversholt Street are the other principal roads in the study area. Hampstead Road's gently meandering form reflects its unplanned, ancient origins whilst Eversholt Street, the better preserved of the two, runs straight along the grid of the Bedford Estate from Camden High Street to South Bloomsbury. To the west of the station the Regents Park Estate is characterised by social housing, ranging from the monumental neo-Georgian Crown Estate blocks around Cumberland Basin to the interlocking layout of the flats and maisonettes around Clarence Square and Munster Gardens. Drummond Street and Euston Streets contrast with both the scale and spread of the railway station, being a notable mix of small houses, shops, pubs and restaurants that has a more intimate character.

The northern part of the study area is one of abrupt contrasts, between the survival of Georgian set pieces around Harrington Square and Mornington Crescent, and the uncompromising towers of the 1960s Ampthill Estate. More ordered social housing is to be found on the Ossulston Estate – a groundbreaking interwar development – and their near contemporaries, the housing blocks by the St Pancras Housing Improvement Society.

In this dense, inner city area, open space is at a premium and there are few private gardens. The main open spaces are all historic – Euston Square Gardens, the squares of the Regents Park Estate, the allotments on the old canal basin and the triangular garden of Harrington Square. Mature trees, especially London planes and lime trees, provide shade, seasonal variety and a welcome greening of an otherwise hard urban environment.

KEY FEATURES AND LEGIBILITY

The following elements are the main contributors to the character, appearance and function of the Euston area

- Euston Station More than 50m passengers use Euston each year, making it a huge magnet for activity. It also has a considerable physical presence with long blank facades on its flanks;
- Euston Road One of London's busiest roads since its creation in the 18th century. The area around the underpass is an intimidating place for pedestrians, and the underpass and its sliproads currently cause huge severance difficulties for pedestrians and cyclists;
- Railway lines The railway lines and cutting are of historic interest, serving London's first inter-city station (1837). The Mornington Street bridge piers and the tunnel portal are also of special note. However, the lines impede eastwest movement because of the limited bridging points;
- North south routes Hampstead Road and Eversholt Street converge south of Camden High Street;
- Drummond Street A well preserved grid of terraces with an intimate, distinctive character which is enlivened by small businesses, shops and restaurants;
- Chalton Street A lively secondary thoroughfare with local shops and services, as well as the architecturally important Ossulston Estate;
- Regent's Park Estate A large council estate developed over a fifteen year period, with distinctive sub-areas;
- Ampthill Estate Council estate developed after 1960 with a mix of slab blocks and towers;
- 9. Euston Tower and other tall buildings A cluster of commercial buildings next to the Euston

underpass; now branded as Regent's Place;

- 10. Open spaces Regent's Park, to the west of the study area is the main public open space but there are a range of gardens and squares dotted across the study area. Euston Square Gardens, St James' Gardens, Harrington Square and the Nash configured squares in Regent's Park Estate are the most important of these; and
- 11. Historic landmarks there are a number of older buildings which contribute to the distinctiveness of the area. St Pancras New Church also acts as a key historic landmark and is part of a cluster of buildings with strong heritage value around Euston Square Gardens.



Legibility

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5. CHARACTER AREAS

Character areas introduction

The diagram on the facing page shows how the Euston Opportunity Area has been broken down into distinct character areas. The areas have been distinguished from each other through a range of factors, including urban grain and street layout, access, building type and period, and predominant land uses. The following 14 character areas have been observed, and are described in more detail on the following pages.

- 01. Euston Road & Regents Place Plaza
- 02. Euston Station and Railway Buildings
- 03. Drummond Street
- 04. Hampstead Road
- 05. George Mews & Tolmers Square
- 06. St James's Gardens
- 07. William Road
- 08. Lower Regent's Park Estate
- 09. Upper Regent's Park Estate
- 10. Cumberland Basin
- 11. Harrington Square
- 12. Ampthill Square
- 13. Somers Town: Churchway
- 14. Somers Town: Ossulston Estate

Somers Town: Ossulston Estate (area 14) is outside the Euston Area Plan but has been included within the Historic Area Assessment due to its historic significance.

Character area assessments

Each character area is described briefly and its key positive (in addition to listed buildings which are intrinsically viewed as positive) and negative elements are identified. They have been drawn up on the following basis:

- Positive non-listed buildings These are buildings or features of intrinsic interest, they may be undesignated heritage assets, singled out for their artistic, historic, communal or evidential value and in accordance with Camden Council's criteria for locally listed buildings.
- Group value These are buildings which they form part of an interesting sequence of properties. These may share one or more common characteristic such as height, plot width, date, style or materials
- Negative frontage These are the frontages of buildings which harm or threaten the special qualities of the character area. They include buildings with blank or hostile frontages as well as those of an overbearing height or bulk in relation to their surroundings.

No account is taken of the condition of the building or of its current occupancy.

In all character areas it should be noted that the features identified are selective rather than definitive. There may be lesser or more marginal examples not shown in the character area summaries.



Character areas

Euston Area Plan | Historic Area Assessment 53



01 EUSTON ROAD AND REGENTS PLACE

OVERALL DESCRIPTION

Euston Square was built in 1827 and takes its name from the ground landlords, the Fitzroys, Duke of Grafton and Earls of Euston. The New Road which ran through the middle of the square took the name of Euston Road in 1857. The south side of the square (Endsleigh Gardens) was given over to Friends House in 1927, complemented in 1932 by the new-Georgian telephone exchange. Further transformation came in the 1960s and 70s with the redevelopment of Euston Station. The central section of this character area is within the Bloomsbury conservation area.

Since the mid-18th century Euston Road has been one of London's main transport arteries and its function has continued unabated. Its character today is dominated by the roar of traffic. It has been widened many times as part of the growth of motorised traffic and is now a multi-lane dual carriageway. This is particularly evident at the underpass at the junction with Tottenham Court Road and Hampstead Road (TfL are currently reconfiguring this junction to improve the pedestrian environment through the Mayor of London's Great Outdoors Programme).

The width and noise of the road makes it difficult to enjoy the ambience of the Euston Square Gardens in front of the station, or to appreciate the qualities of the architecture along this stretch of the road. This is compounded by the traffic on the flanks, Eversholt Street and Melton Street.

The residential character of the old Euston Square and Euston Road has long given way to commercial office buildings including several tall glass and steel towers near Hampstead Road but the pair of Regency houses on the east side of the square are a precious survivor and evidence of the area's former domestic character.

The dip in the middle of Euston Square Gardens is a survivor from the subway beneath Euston Road

that connected Euston Square Gardens to Endsleigh Gardens before Friends House was built in the 1920s.

The character area contains a significant number of the Area Plan's important historic buildings. St Pancras Church is an important Greek Revival church, listed Grade l. Its west front is less conspicuous than when it was built (1819-22), facing the southern half of Euston Square, but the north side of the church is exposed to view on Euston Road and is a distinctive local landmark.

1 to 9 Melton Street (Beresford Pite 1906-23) and the Euston Fire Station (LCC 1902) are listed Grade II*. Drayton House Friends Meeting House (1927), the Elizabeth Garrett Anderson Hospital (J.M. Brydon 1889-90), The Rocket public house (Shoebridge and Rising 1899) and The Place (formerly Drill Hall, by RW Edis 1888-89) are listed Grade II. Other historic buildings of note include the Welcome Trust original HQ buildings (1932), 194 Euston Road (WH Gunton 1932) and 200 Euston Road - Bentley House (W Curtis Green 1937).

Endsleigh Gardens remains as a small green space outside Friends' House and a connection through to Bloomsbury.



Location, strategic views and HS2 boundary

Opposite page

Column facing Euston Road at entrance to Friends House



Section A

Several tall buildings are located along Euston Road including Euston Tower (shown above). The width of the road, ranging from 6 to 9 lanes, contributes towards a vehicular dominated environment which is particularly extreme at the bypass (also in the section above).



Land use

Predominantly commercial and institutional



Frontage

All the principal buildings face out to the main road, with the exception of the buildings facing onto Euston Square.



Section B

Several large institutional buildings such as Friends House, to the left of the section above, are located on Euston Road. The section also indicates the significance of Euston Square as an open space.



Heights Highly varied but with some consistency moving along the road partly due to the large footprints of buildings. Some very tall buildings including Euston Tower.



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1870

Euston Road stands out as the principal highway with Euston Square - since filled Lason Road shares on as the principal information to the transformation of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of the south side - as the principal control of t

POSITIVE

- Quality and integrity of the older buildings around Euston Square Gardens;
- Landmark status of St Pancras Parish Church;
- Some fine additions, especially the Wellcome Trust building;
- Trees in Euston Square Gardens are a valuable foil to the hard edges.

NEGATIVE

- Traffic-dominated environment;
- Mediocre architectural character of the late twentieth century commercial buildings around the Euston underpass / Tottenham Court Road interchange;
- Abrupt contrasts in scale and character of neighbouring buildings can be disorientating and visually chaotic;
- Poor public realm on Euston Road.





LCC fire station (1902) and Evergreen House.



Commercial offices (Renton Howard Wood 1975-82) Euston Road.



Friends House, Euston Road (H Ledbitter, 1925-7) was built over Endsleigh Square.



St Pancras New Church (HW & W Inwood, 1819-22).



New development at Regent's Place as part of the North-East Quarter development, due for completion mid 2013.



Wellcome building (1931-2 Septimus Warwick) adjoins and contrasts with the transparent and reflective Wellcome Trust building to its west.



Euston Square Gardens is trapped between the traffic on Euston Road and the station bus interchange to the north.



Royal College of General Practitioners, 1-9 Melton Street, listed Grade II*. Faces Euston Square Gardens.



The pair of mid-nineteenth century lodges are the last vestiges of the Victorian station.



New commercial and institutional buildings have an exaggerated scale.



The interchange/underpass at the top of Tottenham Court Road is a formidable barrier to movement on foot and bicycle.



Continuous traffic is the prevailing condition.



The western interchange is marked by plain, reflective slabs and towers with little direct relationship with one another.



Despite the dominance of vehicles, pedestrian numbers are high.



Buildings along Euston Road often have a poor, disconnected relationship between the ground floor and the street.



02 EUSTON STATION AND RAILWAY BUILDINGS

OVERALL DESCRIPTION

Euston Station, the oldest of London's mainline termini, has been the dominant force in the area since 1837; not simply through the physical presence of large buildings, but also for many years subjecting the neighbouring streets to the noise and soot emitting from locomotives. The flow of thousands of passengers and vehicles -at first horse-drawn - has also had a profound effect. The station has expanded on several occasions. The Euston Arch and its four flanking lodges (1838) were joined by the Great Hall in 1846. In 1879 the station was widened westwards to accommodate more tracks with a widened tunnel. The current cutting and Mornington Street bridge date from 1900-1906. Most radically, the entire station was rebuilt in the 1960s, demolishing the Arch. lengthening platforms and bringing the concourse and bus interchange closer to Euston Road. The guiding principle was to segregate traffic and pedestrians, with the vehicles confined below ground and pedestrians above. The architect was RL Moorcroft, under the direction of WF Beatty for British Railways.

The low, flat profile of the station and the consciously plain form of the international modern style contrasts with the richer if haphazard forms of the architecture around the square. The horizontality of the station concourse is offset by the three Siefert-designed towers and their podium, with its pedestrian square in front of the station colonnade.

Since the demolition of the Euston Arch, there have been several high profile campaigns to have the arch rebuilt including the establishment of a dedicated campaign body - The Euston Arch Trust.

At the northern end of the character area, the listed villas on Park Village East are outside the study boundary but are an important positive feature. There are also notable buildings on both sides of the railway cuttings, including two listed pubs and the former Riding Academy.



Location, strategic views and HS2 boundary



Euston Arch Source: The Queen's London, A Pictorial and Descriptive Record, 1896



Section A

Section A cuts through the two towers located immediately outside the entrance to Euston Station and shows the stairs which constrain entry to the public plaza between the towers from Eversholt Street to the east. The section highlights how the width of the station (c.200m) and the repetitive nature of its facade are features of the plaza.



Land use

Operational railway land to the north with the public face - concourse, shops, restaurants, to the south. Commercial office towers in front of the station square.



Frontage The public frontage is to the concourse and the square but the exposed flanks are lifeless.

(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)



Heights

The station shed has a relatively muted presence in the street scene but the three office towers are the principal landmarks.



1870

Euston Station was enlarged after 1870, taking a tranche of St James' burial gardens. Until the 1960s it remained three blocks back from Euston Road, behind a hotel and houses fronting the square.

POSITIVE

- The colonnade of the station and the general form of the concourse is of some interest;
- The station plaza is lively and well used;
- Buildings and structures of interest at Park Village East (including villas outside the study area);
- Mornington Street bridge, including listed stone piers and lanterns;
- Robert Stephenson statue in station concourse;
- Cluster of positive buildings and structures at northern end of the area including two listed pubs, Parkway tunnel portal and the former Riding Academy.

NEGATIVE

- The flank walls of the train shed on Cardington Street and Eversholt Street are lifeless and banal;
- The length of the station inhibits east-west movement across the study area.



Historic assessment



The railway lines (in cutting) prohibit free movement.



A poor pedestrian environment and an uninviting approach to a major railway station.



Free movement is impeded by service ramps.



Poor public realm and lifeless ground floor treatment to buildings.



The square functions as an outdoor concourse and is well used on fine days.



Large scale industrial construction of the station goods shed sits awkwardly in a fine-grained urban context.



Guard rails and the bus interchange deny a direct path into the station.



Heavy handed architecture with little to offer the passer-by.



Upper floors of Siefert designed tower, one of a set of three at the entrance to the train station.



The long, dead frontages to Eversholt Street blight the wider area.



Some of the ancillary spaces round the station are barren and ill-maintained.



The colonnade, simply detailed and well proportioned.



Ramps and changes of level are a characteristic of the layout of the modern station.



03 DRUMMOND STREET CHARACTER AREA

OVERALL DESCRIPTION

This area is characterised by a grid of Regency terraces, formed by North Gower Street, Euston Street and Drummond Street, laid out after 1820 as an extension to the Southampton Estate in Bloomsbury after 1820.

It is a surprisingly intact area with a mix of residential and commercial activity and its finegrained, intimate character has been respected by discreet 1970s infilling with small-scale housing by Renton Howard Wood.

North Gower Street properties are four storey, mixed commercial. It includes some Georgian survivors, stock brick with stucco rusticated ground floors.

Stephenson Way has a mews character, narrow relative to heights, and mostly redeveloped in recent years.

The area is likely to be severely affected by the westward expansion of High Speed 2.



Location, strategic views and HS2 boundary



Section A

The Drummond Street character area maintains an intimacy of scale with typically three to four storey buildings facing streets where the historic width of the roads has been preserved.



Land use

A mixed use area with a range of shops and restaurants on Drummond Street.



Frontage The strong concentration of active frontages within an historic street pattern is a key characteristic of the area, with the inactive frontage at the corner of Drummond and Cabourg Streets and along the flank of Euston notable exceptions.



Heights

The area is largely characterised by 3 to 4 storey buildings with a varied roof line due to different floor to ceiling heights in neighbouring properties.



1870 The 1870 street pattern largely remains, although Euston station now borders the area to the east.

(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)

POSITIVE

- · Well preserved grain and scale, intimate character;
- Mix of uses and activities creating a rich and varied character;
- Drummond Street is well linked to surrounding streets forming an attractive and distinct thoroughfare;
- Listed buildings on North Gower Street, Drummond and Melton Street;
- Stone setts in Stephenson Way;
- Several buildings of local interest including the former underground station and listed buildings at 14 and 15 Melton Street.

NEGATIVE

- Traffic on the periphery;
- Heavy-handed development on Euston Road and flank of Euston station;
- Crude and hostile building on the corner of Drummond Street and Cobourg Street;
- Inappropriate alterations to some terraces (particularly windows) and insensitive signage for some commercial properties.



Historic assessment



Georgian town houses, including some postwar replicas, characterise the area.



Streets are quiet enough to allow activity to spill out onto the pavement.



The ground floor of buildings typically host a range of commercial uses.



Eastward view along Drummond Street, showing consistency of plot width, height and building line.



The scaled of Drummond Street contrasts with the towers if Euston Station.



Four storey Georgian terrace, North Gower Street.



A change in scale and character at the end of Drummond Street.



Modern flats that respect the massing, heights and materials of the Georgian housing but without the same attention to scale, rhythm or proportion.



Well mannered contemporary architecture on the corner of Euston Street and Melton Street.



Drummond Street - A sequence of early 19th century Georgian terrace houses, built piecemeal and subsequently altered, but with a satisfying consistency in building line, plot width, and proportion. The ground floor of many of the units have been converted to retail uses, often providing South Asian goods to service the local community.



Pubs and restaurants are a notable contributor to the vitality of the area.



Historic cast iron railings survived the wartime salvage operation because they protected basement light wells.



The former Euston underground station is a distinctive survivor on Melton Street (architect - Leslie Green)



A rare survival of granite setts and stone kerbs (Stephenson Way).



Student hostel by Edwin Maxwell Fry (1939)



Stark, windowless elevations on the corner of Drummond Street and Cobourg Street.


04 HAMPSTEAD ROAD

OVERALL DESCRIPTION

Hampstead Road was once a meandering rural lane from London to Kentish Town and Hampstead. It remains crucial to interpreting the evolution of the Euston area as it serves as a fault line in the development of the area; the meeting point between the grid of the Southampton Estate to the east, and the Nash terraces and canal squares of Regent's Park to the west. At the southern end of Hampstead Lane, was the site of the former Totenhale (or Tottenhall) Court Manor House, demolished in 1808 and now replaced by the Prudential building of the early 1980s.

A tram service ran along Hampstead Road in the early years of the 20th century and it remains a busy commercial thoroughfare, dominated by tall buildings at each end – the Euston Tower cluster to the south, and the Ampthill Estate flats to the north. There is no consistent building style or common height but most of the development comes to the back of the pavement.

There are vestiges of the nineteenth century houses and other interesting historic survivors include the former National Temperance Hospital, now vacant and deteriorating but still a building of character and local interest. Camden Council's site allocation, whilst acknowledging that the hospital was turned down for listing in 2008, recognises that the historic and townscape value of the building merits a heritage-led approach to the site. Its neighbour, the Margaret Health Centre, is an eclectic confection of Jacobean motifs that brings a lively touch to the street.







Sectional relationships vary along Hampstead Road as demonstrated by sections A and B, this includes the width of the road as well as the height of buildings. Section A, above, shows how buildings on the western side of the road are set back behind open space within the Upper Regent's Park Estate, this contrasts to the rest of the character area where the building line comes up to the pavement edge.



Land use

74

There are a mix of uses along Hamsptead Road as can be seen in much ribbon development in London. Social housing developments (Regent's Park Estate and George Mews) focused primarily on housing and contribute little through their uses to the road, separating areas of commercial activity.



Heights

Heights vary along the road but are typically between 3 and 7 storeys.



Section B

Section B shows how the back of George Mews overhangs Hampstead Road on the eastern side of the road. This is an overbearing feature of building which negatively impacts the character area.



Frontage

There are sections of good quality active frontage along the road. However, the character of the road is negatively impacted by the back of George Mews and the overbearing warehouse/ factory buildings at the northeastern end.



BΛ

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1870

The line of Hampstead Road has changed little but many of its buildings have been replaced by large structures.



(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)



- Some fragments of the once extensive 19th century residential frontage to Hampstead Road survive on the west side, south of the junction with Robert Street;
- The former National Temperance Hospital is of local historic interest and if restored would enhance the street.

NEGATIVE

- · Fairly constant traffic combined with lifeless frontages on the east side of the street makes Hampstead Road a poor walking experience;
- The width of Hampstead Road in the northern part of the character area favours vehicles and promotes high traffic speeds to the detriment of the pedestrian experience.

Historic assessment



Corner pubs and local shops introduce a human scale to parts of the street scene.



Powerful landmark buildings terminate views at each end - at the north, the Gilfoot Towers.



At the south end of Hampstead Road, the slender profile of the British Telecom Tower terminates the view and large scale commercial blocks predominate.



Entrance to St James Gardens.



Eclectic, lively facade with Jacobean embellishments. Now the Margaret Health Centre. A positive contribution to the street.



Now vacant and deteriorating, the former National Temperance Hospital (1885) is an eclectic building that is of real historic interest.



An unremitting brick facade with a strong horizontal emphasis and little regard for the public realm.



Trees at the north end of Hampstead Road help to counter the repressive scale and starkness of the buildings opposite.



05 GEORGE MEWS AND TOLMERS SQUARE

OVERALL DESCRIPTION

Tolmers Square was built in 1863 as a curved enclave of stuccoed terrace houses, on the site of former washhouses and before that, a circular reservoir. The architect of the terrace was William Sawyer. Shortly after the houses were built the central space was filled with a congregational church with a tall spire. The church was later converted into a cinema in 1924 and lost its spire four years later before finally being demolished in the early 1970s. In 1975 there was a fierce public struggle to prevent the redevelopment of the Victorian houses for offices; ultimately the properties were demolished, but replaced with a lower scaled and more humane Council housing development than the commercial scheme that had originally been mooted.

The cinema was not replaced and the space in the middle is a now a traffic-free communal area. The residential development by Renton Howard Wood (1975-82) is in the characteristic mid-brown brick favoured by Camden Council at this time; the angular treatment of the bays and entrances is also typical of the period.

George Mews to the north of Tolmer Square continues with the same architectural language with east-facing tiered flats with backs that cantilever onto Hampstead Road. This internalised arrangement ensures a quieter aspect for the residents but has a rather deadening effect on the main road, especially at pavement level.











Section A George Mews overhangs and turns its back on Hampstead Road but faces and creates an intimate and welcoming courtyard.

Section B

Housing on Tolmer's Square maintains a pleasing domestic scale creating a well proportioned and enclosed open space. The step up in buildings to the south (Euston Road) is mitigated through a change in levels within the office buildings.



Land use

Mainly residential but with some shops at ground facing Hampstead Road and offices at a public house on the southern side of Tolmer's Square.



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Frontage The back of George Mews provides a poor quality frontage to Hampstead Road.



Heights Mainly four storeys but stepping up to seven storeys at northern end of George Mews and seven storeys at the southern end of Tolmer's Square.



1870 The former church and surrounding town houses form Tolmer's Square in the 1870 plan.

• Characterful late 1970's architecture, chunky modelling, dark brick.

NEGATIVE

- Inward looking development that offers little to its wider surroundings. The effect on Hampstead Road is almost oppressive;
- Pedestrian routes through Tolmers Square are not obvious.





Positive non-listed buildings

♦♦ Negative building frontage



George Mews, Hampstead Road elevation gently overhanging upper storeys, small windows, defensive, offering little to the vitality of the street.



Footpath and mural, George Mews.



The Tolmers Square housing echoes the shape, scale and height of the late Georgian houses that formerly occupied the site.



Square Tavern, Tolmers Square.



Gated, secure, private - but also uninviting.



Passageway entrance from Drummond Street.



The rear of commercial offices (Renton Howard Wood 1975-82) form the southern edge of Tolmers Square.



George Mews back on to a simple and functional public space.



06 ST JAMES'S GARDENS

OVERALL DESCRIPTION

St James's Gardens were installed as an overspill burial ground from the Wren church of St James's Piccadilly. A chapel (Thomas Hardwick 1793) stood at the western end until 1964.

The graveyard was closed after the 1850 Burials Act, prohibiting further burials in central London. A substantial tranche of the east end was purchased by the London and North Western Railway for the addition of tracks, platforms and buildings at Euston. The graveyard reopened in 1887 as St James Gardens. Many of the memorial stones were removed or repositioned around the edges.

The large brick building to the south is the back of the former stables for the London and North West railway building. They are now in office use.

The steel clad eastern flank wall of the station has a barren and utilitarian appearance that does nothing for the street scene or the setting of the gardens. The former printing works on the north side – now containing hotel bedrooms – is a better neighbour. The former National Temperance Hospital awaits a new use.







The mature trees are a significant feature of the Gardens.



Land use

Predominantly open space with the hotel to the north, vacant hospital to the west and the school and offices to the south.



Frontage No active frontages onto the park, although it is overlooked by the hotel bedrooms and the offices on the south side.



Heights

The prevailing heights of 3 to 5 storeys on the north, west and south are well proportioned for the open space of St James Gardens, with mature trees along Carington Street enclosing the eastern side.



1870

The 1870 plan shows how the western extension of Euston Station has encrouched onto the Gardens chamfering the original rectilinear layout of the burial ground.

- Trees and grass in the gardens a valuable place of repose;
- Strong historic interest as an eighteenth century burial ground and later Victorian gardens;
- Listed structures and monuments in the Gardens.

NEGATIVE

- Dead frontage of Euston station flank wall on Cardington Street presents a poor aspect from the gardens;
- No active uses fronting the gardens.





Low key entrance to the gardens from Hampstead Road.



The memorial to the memory of Edward Christie provides a central focus within the gardens.



School (formerly Princeton College) replaced Cobourg Street (originally Little George Street), whose houses backed onto the memorial ground.



There are several memorials/grave stones within the gardens which point to its origin as a burial ground.



Three storey concrete frame building c.1950 associated with the National Temperance Hospital.



Five storey former printing works, late Victorian - now part of the Thistle Hotel.



The majority of the grave stones have been moved to the edge of the path.



Plain five storey hotel. The shape of the site was determined by the western expansion of Euston station truncating the gardens.



Maria Fidelis convent school viewed from Starcross Street.



St James's Gardens from the north.



07 WILLIAM ROAD

OVERALL DESCRIPTION

The William Road character area is made up of two blocks in a backwater between Hampstead Road and the Lower Regents Park estate. The southern block, bounded by William Road (formerly Frederick Street) was heavily bombed in the Second World War and most of the buildings (including three pubs) were destroyed or damaged. Their replacement forms a dense block of mainly commercial properties, with buildings of no prevailing style, height or palette of materials. The buildings come hard up against the pavement edge.

Trees around the school site provide some softening to the area and help to screen the adjoining taxi depot with its arresting cantilevered red boxes set back from the road. Parked cars on the forecourt occupy the gap in a once tight townscape.



Location, strategic views and HS2 boundary





Section a relationships vary with some buildings set back from the road and some addressing the street directly. The redevelopment of the Netley Primary School will address Stanhope Street and should strengthen the character as being one of a relatively tight-knit urban area.



Land use

A mixed use area with employment, housing and community, including Netley Primary School and South Camden Centre for Health.



Frontage The redevelopment of Netley Primary School should provide active frontages to Stanhope Street and William Road.



Heights

Mixed heights ranging from 2 to 7 storeys. The redevelopment at Netley Primary School ranges from 2 to 8 storeys with the tallest element on the corner of William Road and Stanhope Street.



1870 Netley Street used to join Hampstead Road and Stanhope Street, with the route now blocked by the site of Netley Primary School.

(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)

- Mix of uses school, residential and commercial gives the area some vitality;
- Preserved Victorian street layout enabling permeability, active frontages and finer grained development;
- Listed buildings and buildings of local interest on Stanhope Street form a positive group;
- Positive non-listed buildings on Netley Street and eastern end of William Road.

NEGATIVE

- Taxi depot on north side of William Road is a poor neighbour to the primary school;
- Two storey, flatroofed building on corner of William Road and Stanhope Street is a weak element.





Stanhope Street has an eclectic mix of buildings and preserves some of the narrow nineteenth century plots.



Two storey flatroofed office building sits awkwardly in William Street and is a poor termination of the corner.



Schafer House, University College London housing, on Drummond Street at the southern edge of the character area.



Retained granite setts on Everton Buildings (lane) at the northern edge of the character area.



Restored and reused industrial building c.1910, Stanhope Street.



Upper floors of offices on William Road.



Business units, including a taxi service depot which is adjacent to a primary school and an unsatisfactory neighbour, William Road.



Newly built offices on William Street - seven storeys, stock brick and metal panels.



08 LOWER REGENT'S PARK ESTATE

OVERALL DESCRIPTION

The Regent's Park Estate was developed in the postwar period by the Borough of St Pancras. There was no overall plan, but rather several approaches by different architects and planners. The southern part of the estate (south of Robert Street) was in a later phase by Armstrong & McManus with four-storey maisonettes on an interlocking layout. To reach the London County Council's standards for residential densities, two towers were added to the masterplan, This part of the estate has its own distinctive identity around the former squares of Clarence Gardens and Munster Square but dispenses with the rectilinear grid of the Georgian plan, including the axis of Osnarburgh Street.

Despite the consciously modernistic house types, the overall layout of the estate still bears the stamp of the area's first development in the 1820s and especially the Regent's Park Canal with its terminating basin.

Phases of development of Regents Park estate (whole):

- North-east of Cumberland Market Eight storey L shaped blocks east of Augustus Rd by Gibberd, from 1951 six storey blocks to west with blue tiles in Festival of Britain style, by St Pancras Borough Architect T Sibthorpe 1953;
- South of Cumberland Market by Davies & Arnold 1952-3, mix of low houses and 11 storey blocks (highest in London at the time), reflecting new principles of LCC for mixed development;
- East part of Robert Street and Victory pub also Davies & Arnold;
- South of Robert St precincts of low buildings proposed by Armstrong & McManus including Clarence Gardens surrounded by four-storey maisonettes.



Location, strategic views and HS2 boundary



The four storey maisonettes pleasingly enclose the designated London Squares of Clarence Gardens and Munster Square.



Land use

Predominantly residential with some community uses at the edges including a small shopping parade on Robert Street.



Frontage The estate lacks definition between the front and backs of buildings which contributes to its poor legibility.



Heights Mainly four storeys with two twelve storey slabs and two nineteen storey towers.



1870

In 1870 the area was laid out in a highly legible perimeter block arrangement, with William Street and Osnaburgh Street providing northsouth and east-west connections through the centre of the now estate.

- Consistency of the 1950s estate and the integrity of the architecture;
- Survival of the historic squares, including some fragments of granite setts, as evidence of the canal development;
- Robert Street well treed. Helps to bridge the transition in scale and height.
- St Mary Magdelene Church (Grade II) is a local landmark;
- Listed terrace on Albany Street;
- Mature trees throughout the estate.

NEGATIVE

- · Some weak corners;
- Although the estate is very permeable, it can be confusing to navigate and is rather internalised with no natural through-routes and an incoherent use of building fronts and backs.





Mature trees are a major feature of Robert Street and soften the somewhat stark, repetitive nature of the housing blocks.



Clarence Gardens is an important open space and community resource with mature trees which contribute significantly to its character.



St Mary Magdelene Church, Munster Square.



The four storey housing facing Clarence Gardens square is a well proportioned height for the open space.



Exposed backs of buildings are a negative feature of parts of the estate, as here between Clarence Gardens and Munster Square.



The highly repetitive nature of building details within the estate hampers wayfinding. This has been partly addressed through different panel colouring within Munster Square and Clarence Gardens.



Away from Clarence Gardens and Munster Square, the spaces between buildings are poorly defined by building frontages.



Low cost signage is prominent throughout the estate and detracts from the sense of the character area as a quality place.



Woodhall housing block has a poor relationship with Robert Street presenting a blank wall at ground level.



The Combe tower, from Clarence Gardens. The 19 storey building, and its sister Bucklebury tower, are prominent features of the estate due to their height.



09 UPPER REGENT'S PARK ESTATE

OVERALL DESCRIPTION

The combination of enemy action in the Second World War and the demands of slum clearance prompted redevelopment in 1952-3 of the terraced streets and lanes around Clarence Gardens. The development replaced tight-knit and regular grid of terrace houses around Clarence Gardens with an open layout of tall slab blocks, typically of 11 storeys (the tallest in London at the time), combined with low houses.

The scheme by architects Davies & Arnold reflected new thinking at the LCC for development at contrasting scales. The east part of Robert Street and the Victory pub were also designed by Davies & Arnold.

Northeast of Cumberland Market and east of Augustus Road are a number of eight storey, L shaped blocks designed by Frederick Gibberd. Nearby to the west are six storey blocks with blue tiles in Festival of Britain style, by St Pancras Borough Architect (T Sibthorpe), completed in 1953.

The northern part of the character area falls within the High Speed 2 redevelopment zone.









The freestanding slabs of the northern part of the Regent's Park Estate have a somewhat disconnected relationship with the street and, in general, fail to create well enclosed public spaces.



Land use

Predominantly residential with some community uses and two small shopping parades.



Frontage There is a lack of definition between fronts and backs throughout the estate with spaces between buildings poorly defined.



Heights

The area is dominated by the eleven storey slabs perpendicular to Robert Street and the nine storey L shaped slabs along Stanhope and Harrington Streets





The outline of Cumberland Market has survived to the present day but the tight-knit block architecture has given way to an open-plan layout.

- Despite radical redevelopment in the 1950s the outline of the Cumberland Market can still be traced;
- Survival of historic paving surfaces in Cumberland Market are evidence of its former working character;
- Stalbridge House positively faces Hampstead Road and the railway cutting despite being accessed from the opposite side;
- Mature tress improve the area's ambience.

NEGATIVE

• The grid of the Georgian terraces has been abandoned at the expense of its legibility.





Repetitive elements, for instance the housing access decks as above on Varndell Street, are a major, and somewhat de-humanising, feature of the estate.



A local shopping parade is contained within the estate on Stanhope Street.



Stanhope Street - mature trees add significantly to the character of the estate.



Ainsdale House is built over Harrington Street, an example of the lack of concern regarding the historic street pattern which was prevalent during the estate redevelopment.



Coniston House on Harrington Street.



The L-shaped slabs on Stanhope and Harrington Streets are a dominant characteristic of the area and have a poor relationship to the street.



Public space on the corner of Robert Street and Stanhope Street.



Playspace in Cumberland Market with the spire of St George's Cathedral in the background.



Local shopping parade on Robert Street.



Tintern House, Augustus Street, features more refined detailing than typical within the character area.



Recent residential development on the corner of Park Village East and Stanhope Street.



The retained cobbles and mature trees within Cumberland Market are a pleasing feature of the open space.



Medical centre within Cumberland Market square at the eastern end.



Changes in level in parts of the estate do not cater for wheelchair users.



Spaces between buildings can be uninviting and anonymous.


10 CUMBERLAND BASIN

OVERALL DESCRIPTION

The Conservation Area Appraisal (revised 2011) identifies the horticultural allotment site within Cumberland Basin, surrounded by high quality neo-Georgian interwar housing blocks of the Cumberland Market Estate, now owned by Peabody Housing Trust.

The blocks are on a monumental scale, stock brick, stone string courses and clay tiled mansard roofs but are humanised by the detailing and the planted elements around the base.



Location, strategic views and HS2 boundary





The buildings form pleasingly enclosed semi-private courtyards with the allotments providing a contrasting sense of openness.



Land use Residential, play space and allotments.



Heights Camberley House to the northwest is the tallest block. Heights are typically five storeys plus an attic storey above the parapet.



Frontage The former Crown Estate faces out on to the neighbouring streets with





(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)

POSITIVE

- The solidity of the neo-Georgian flats and the quality of their classical detailing, ornament and materials;
- The strong relationship between the planted elements (including the allotments) and the flats;
- Survival of historic paving and stone setts;
- Historic association of the allotments.

NEGATIVE

- The northern most block on Augustus Street is plainer and has less architectural interest than its neighbours elsewhere on the estate;
- Some of the public realm is out worn and could be improved.





Datchet House viewed from Augustus Street.



Set back entrance to Bagshot House from Redhill Street



Camberley House closes the vista along Redhill Street



Deck access to flats within internal courtyard.



Granite paving survives in many places, some of it predating the buildings.



Allotments on the former canal basin are an important amenity as well as having interest through their wartime origins.



Spaces between buildings have been carefully considered, especially in terms of their landscaping.



Entrances to flats are via deck access within courtyards.



Postwar block of flats on Augustus Street.



The monumentality of the neo-Georgian blocks is softened by street trees.



11 HARRINGTON SQUARE

OVERALL DESCRIPTION

Harrington Square, like its neighbour Mornington Crescent, is dominated by the presence of the former Carreras cigarette factory (now Greater London House) that filled the entire gardens in front of the Crescent in the late 1920s. Outrage at the loss of the gardens led directly to the London Squares Act 1931 which safeguarded an agreed list of historic squares from disappearing under bricks and concrete. In addition to Harrington Square, Munster Square, Clarence Gardens and Euston Square Gardens remain protected open spaces under the 1931 Act.

Harrington Square was built in the mid-19th century but only existed as two terraced sides of a triangular green. The south side has given way to the 1960s Ampthill estate and is overshadowed by its thee tall tower blocks. On the east side, Hardwick House to the north replaced bomb-damaged houses.

The properties that remain are however a significant vestige of the once intensive Victorian terraces that once spread across this part of the study area.

All of this character area is within the Camden Town conservation area.









The mature trees of Harrington Square are a highly positive feature. However, the section indicates the significant impact of the Ampthill Estate towers.



Land use

Commercial (shops) on the ground floor of Eversholt Street; tube station at the junction; otherwise residential and open space.



Frontage The Georgian terraces provide good quality active frontages facing out onto the streets.



Heights Consistent four storeys except for tube station (two storeys).



1870

Harrington Square originally faced the sweep of Mornington Crescent but this relationship was destroyed when the Carreras factory was built in 1926 on the Crescent Gardens.

POSITIVE

- Consistency of the Georgian terraces on Eversholt Street and Mornington Crescent;
- Listed small scale features Mornington Crescent cattle trough and statue of Robert Cobden;
- Mornington Crescent underground station (listed Grade II) is a local landmark;
- · Amenity value of Harrington Square;
- Imposing and newly restored art deco facade of the former Carreras factory.

NEGATIVE

- Overbearing presence of rear of the former Carreras factory on Mornington Crescent;
- Loss of the northern most part of the terrace and the south side of the square;
- Impact of heavy traffic on the amenity of Harrington Square and general vehicular impact on the public realm resulting from high speeds encouraged by one way gyratory system;
- Some poor shopfronts on Eversholt Street.





Georgian terraces with basement flats on Harrington Street/Hampstead Road.



Upper levels of buildings on Eversholt Street.



Georgian terraces on Harrington Square.



Mornington Crescent underground station in the distinctive crimson livery (1907, Leslie B Green).



Cobden statue (W&T Wills, 1863).



Shop signs and upper floors of Georgian terraces on Eversholt Street.



Eversholt Street, three storeys plus attic.



Terminating block to Mornington Crescent.



Sweeping Georgian terraces of Mornington Crescent.



Harrington Square Gardens



12 AMPTHILL SQUARE

OVERALL DESCRIPTION

Ampthill Square (in fact a wedge-shaped space against the railway cutting) was laid out as part of the wave of development on the Fitzroy and Bedford estates. It takes its name from a village in Bedfordshire and the small parcel that remains is protected under the London Squares Act. The present estate was built in the 1960s on an open-plan layout with low community buildings interspersed with the three towers and other residential blocks.

The long block on the west side of Eversholt Street that backs onto the Ampthill estate is listed grade ll and of particular historic interest. It originated in 1846-8 as the London and North Western Railway Clearing House, a joint venture with railway companies to manage business and reconcile payments between the operators. It has subsequently been remodelled internally and at the rear as modern office accommodation.



Location, strategic views and HS2 boundary



Whilst the three towers dominate, the estate also contains several freestanding slabs.



Land use

The estate is primarily residential with some community facilities, with the offices of 163 to 203 Eversholt Street forming the remainder of the character area.



Frontage Frontages are poorly defined away from Eversholt Street, with the ground floor frontage of the towers particularly blank and stark.



Heights The three 21 storey towers are a significant feature of the wider area.



1870 The 1870 plan shows the former perimeter block structure with two additional crossings over the railway lines and the former semi-circular Ampthill Square.

(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)

POSITIVE

• Rare survival of former Victorian railway clearing house frontage on Eversholt Street.

NEGATIVE

- The three towers disrupt the historic urban grain and have insufficient quality to compensate for their dominance;
- The public realm around the estate is open and poorly defined;
- The estate has been gated and acts as a closed community;
- Semi circular Ampthill Square (visible on 1870 plan on opposite page) lost within estate redevelopment.





The 1988 recladding colour coded the towers aiding their legibility.



Oxenholme Tower. Ground floors are largely windowless and contribute little to the public realm.



Gillfort, Dalehead and Oxenholme Towers with a multi-use games area in the open space at their base.



Community buildings contrast with the monumental scale of the residential blocks.



There has been relatively recent investment in the quality of the public realm and street furniture within the estate.



Former Victorian railway clearing house on Eversholt Street.



New frontage behind the retained listed facades on Eversholt Street.



Buildings have a poor relationship with the public realm at the entrance to the estate from Barnby Street.



Entrances to the estate have been gated, as seen above on Hampstead Road.



Pedestrianised part of the route connecting to Eversholt Street at the northern end of the former Victorian clearing house.



Six storey slab blocks fill a considerable proportion of the estate, with some spaces between utilised well for use by estate residents.



13 SOMERS TOWN: CHURCHWAY

OVERALL DESCRIPTION

The earliest development in Somers Town was in the 1790s on land held by Lord Somers including in Clarendon Square a polygon of outward-looking houses designed by Jacob Leroux in 1793. The very densely developed cramped housing with no public space, soon fell into multiple occupancy and Somers Town became notorious for its grim conditions. In 1875 the Midland railway acquired further land to build their Somers Town goods depot with a frontage to Euston Road.

Eversholt Street takes its name from a village near Woburn, Bedfordshire. Formerly Seymour Street and Upper Seymour Street, it remains a largely commercial street.

Euston House (24 Eversholt St) was designed in 1934 by A.V.Heal and W. Hamlyn and was a leap in the scale for the street up to that time.

Churchway is shown on Booth's Poverty Map of 1889 as a narrow lane crowded with poor inhabitants. Rebuilding here was begun 1899-1900 by LCC Housing Branch (E.H. Parkes).

The flats in the centre of the area were built in the 1930s by the St Pancras Housing improvement Society are more modest. Exceptionally, the Society, which raised its monies through the sale of loan stock, insisted in accommodating the same numbers of residents and also providing bathrooms for all flats, as well as offering affordable rents. The typology – neo-Georgian front, modern deck access to rear –was not original having been used widely by the LCC and local councils, but considerable ingenuity was shown in meeting the strictures of an awkwardly-shaped site.



Location, strategic views and HS2 boundary





Heights vary but are generally not higher than five storeys, with buildings typically directly addressing the street within a tight-knit street pattern.



Land use

A mixed use area with rows of fine grain shops and services facing Eversholt Street and Chalton Street, and employment, residential and community uses elsewhere.



Frontage Frontages typically address the streets well.



Heights

The consistency of height (three storeys) of the shops facing Eversholt Street is a positive feature.



1870 The 1870 street pattern, including the curvature of Drummond Crescent and Churchway alleyway, can still be seen with the southwestern

and Churchway alleyway, can still be seen with the southwestern corner remodelled. This includes the widening and extensions of Churchway and Grafton Place.

(Keys for the plans above can be found on the following pages: Land use p29, Heights p37 and frontage p33)

HISTORIC ASSESSMENT

POSITIVE

- Eversholt Street still a consistent frontage of late Georgian commercial buildings;
- · Good group along Chalton Street;
- Trees on Chalton Street;
- Curvature of Drummond Crescent sets up interesting sightlines and provides a link to other historic crescents (such as Mornington Crescent);
- Interesting history of social housing, manifested in the early LCC buildings and the interwar blocks by the St Pancras Home Improvement Society

(with their fine sculpture and ceramic decoration by Gilbert Bayes);

• Churchway Passage - intimate alley.

NEGATIVE

- Flank of Euston station on Eversholt Street;
- Poor back areas.





The western side of Chalton Street retains a relatively fine urban grain with some notable buildings worthy of preservation which do not currently benefit from protection.



Royal George public house, Eversholt Street.



Street trees are a positive feature of Chalton Street arranged in a continuous line in the centre of a generous pavement width alongside the Ossulston Estate.



The consistent frontage of late Georgian terraces on Eversholt Street has group value.



Euston House, Eversholt Street, 1930s building for London Midland and Scottish railways.



The curvature of Drummond Crescent gives the single and two storey building to the north added prominence.



The modular concrete framed local authority housing block is out of character with the rest of the area.



St Pancras Housing Association building on Doric Way.



St Mary's House on Drummond Crescent, one of the three St Pancras Housing Association buildings.



View looking southeast along Edith Neville Cottages, with the St Pancras Housing Association buildings to the left.



The ornamental treatment of this doorway adds some grandeur to Phoenix Road (in sharp contrast to Oakshott Court which faces away from the street on the opposite side)



14 SOMERS TOWN: OSSULSTON ESTATE

OVERALL DESCRIPTION

The Ossulston Estate was built in 1927-9 by the London County Council under the direction of their Chief Architect G Topham Forrest. It takes its name from one of the ancient divisions of Middlesex.

The estate is laid out with a sequence of flat blocks comprising Chamberlain House, Levita House and the southern block of Walker House on Phoenix Road, constructed in roughcast rendered brickwork with concrete balconies. The Estate is regarded as the most important English inner-city estate of the interwar period; influenced by Viennese housing models, it was innovative in its layout and construction.

The Ossulston Estate is listed Grade II.



Location, strategic views and HS2 boundary





The buildings facing Ossulston Street are taller than those on Chalton Street. The trees on Chalton Street have a significant and positive presence.



Land use Mostly residential but with some shops and public open space.



Heights The estate was originally planned to reach nine storeys but was built at six.



Frontage The estate faces outwards and provides good quality frontage to the neighbouring streets, with the exception of Hadstock House which is a poor quality addition in relation to the rest of the buildings.



1870

The Ossulston Estate replaced a dense block of workers houses. The eastern side of the street was the St Pancras Goods Shed, later the site of the British Library.

POSITIVE

• Pioneering and humane model of social housing of great architectural and historic interest.

NEGATIVE

- Some of the paving and parking areas within the blocks are in need of maintenance and would benefit from public realm improvements;
- Hadstock House is a poor quality addition in relation to the rest of the buildings within the estate.





An archway connects a courtyard to Ossulston Street.



Setback from the kerb allows activity to spill out onto the pavement.



New Horizon Youth Centre, The Barn - recent addition, sensitively treated.



The estate is partly gated, however the courtyard typology of the architecture distinguishes well between public and semi-private spaces.



Hadstock House, architecturally out of character with the rest of the estate and a poor addition.



Entrance portal from Ossulston Street.



Temporary planting adds some colour to the public realm but fails to make best use of the courtyard space.



Entrance to Levita House.



Somerstown Coffee House public house, provides a pleasing terminus to views from Churchway passageway.



The architecture of the Ossulston Estate was heavily influenced by Viennese social housing.

6. MANAGEMENT FRAMEWORK

AREA WIDE OPPORTUNITIES

The plan on the facing page sets out some of the key opportunities arising from the Historic Area Assessment on an area wide basis. These opportunities are described alongside a key to the drawing below:

- Re-establish historic routes recreating these connections would contribute significantly towards reducing the east-west severance caused by Euston station and the railway lines.
- Increased legibility to historic routes historic routes to the north of Euston Square were compromised when the station expanded southwards, with their legibility reduced and the north-south axial relationship diminished. The historic grain should inform future change in this area.
 - Connecting spines not barriers the treatment of the principal road network has favoured vehicular traffic creating barriers to pedestrian movement. Increased priority should be given to pedestrians where possible with major roads easier to cross and more pleasant places to be.
 - **Euston station flanks** these long blank frontages are a highly negative feature of Eversholt and Cardington Streets. Any future redevelopment of the station should seek to create more active frontages which are sympathetic to the neighbouring character areas.
 - Areas for increased heritage protection two areas are deemed to have sufficient built heritage qualities to be considered for Conservation Area status, these are:
 - Drummond Street and St James's Gardens

 including the tight-knit historic urban grain and consistent building heights of the Drummond Street character area, St James's Gardens and positive non-listed buildings on Hampstead Road.
 - Somers Town southern section including the Ossulston Estate and part of Chalton Street

and Eversholt Street. Beyond the study area, there may be scope for including the northern (LCC) Somers Town Estate and the Sydney Street estate.

London Squares - these should be protected and enhanced. In particular, access and the quality of the surrounding public realm to Harrington Square and Euston Square could be improved, recognising the high profile these spaces have within the existing movement patterns.

Other important public open space -

Cumberland Market and St James's Gardens are historic open spaces which should be protected where possible.

Wayfinding and longer term opportunity

area - The Regents Park and Ampthill Estates suffer from poor wayfinding due to the abandonment of traditional street patterns and replacement by freestanding slabs and towers. The estates, in general, are well maintained with wayfinding clues, such as the use of colour, evident. However, it may be possible for further interventions to improve the legibility of the estates including targeted redevelopment of a limited number of buildings which would provide the most significant benefits. In the longer term, the re-establishment of traditional street patterns should be a priority of any redevelopment, alongside the retention of the squares within the Regent's Estate.

Euston underpass area - The Euston underpass causes significant severance and contributes to a vehicular dominated environment. Transport for London are currently updating the junction to address this issue and improve access for pedestrians and cyclists.

There may also be opportunity to reinforce the architectural distinctiveness of individual character areas by making appropriate references to the architectural languages, scale, rhythm or materials of neighbouring buildings.



Area wide opportunities

CHARACTER AREA FRAMEWORK

INTRODUCTION

The following plans show the principal heritage assets in the each of the character areas. They also identify areas of high sensitivity, where any change should be guided by the architectural or historic interest of the place, including safeguarding the setting of heritage assets. The boundaries are drawn tightly, but attention should also be given to their wider setting. The plans also show areas of low sensitivity where the heritage values are correspondingly low and where some degree of change could enhance the locality. However, in these areas development proposals should still be informed by an understanding of the surrounding historic environment, including wider settings issues. Areas not shown as being of high or low sensitivity are deemed to be neutral where change could be positive or negative.

01 EUSTON ROAD AND REGENTS PLACE

The prevailing character of Euston Road is one of large commercial and institutional buildings. The classical facades favoured in and around Euston Square have been followed by monumental modernist blocks in and around Euston Plaza.

The main opportunity is to reclaim parts of the highway for pedestrians, especially at the Euston road interchange and Euston Square Gardens. There are also opportunities to enhance boundary treatments, landscape, planting and signs, including interpretation.



02 EUSTON STATION AND RAILWAY BUILDINGS

The redevelopment of Euston Station for HS2 puts historic buildings and areas at risk, especially around the eastern ends of Drummond Street and Euston Street as well as St James's Gardens.

Such losses could be mitigated by positive elements, including:

• Better connections east-west over the railway. Reconnection of Doric Way and Drummond Street on the line of Hardwick's -Euston Arch';

- Improved setting to Euston Gardens with the station concourse facing directly onto it;
- Positive frontages to the flanks of the station, including Eversholt Street;
- The practicalities of reconstructing the Euston Arch and its most appropriate location should be investigated in any plan for the redevelopment of Euston Station.



Euston station and railway buildings framework

03 DRUMMOND STREET

The blocks contained by North Gower Street, Cardington Street, Starcross Street and Stephenson Way are the best preserved enclave of the area southeast of Cumberland Market.

The opportunity exists to preserve and enhance the fine grained mixed use character of the streets by public realm improvements and selective infill or redevelopment. This could be achieved by designating a conservation area, supported be a management plan. Building heights and scale need to be managed in the Drummond Street area to maintain its fine scale and grain.

There could be significant improvements to the Euston Street area (particularly 67-79 Euston Street) with a programme of window joinery reinstatement. Redevelopment which improves the identified negative building frontages should be encouraged. The area would also be suitable for a heritage-led shopfront enhancement scheme.





04 HAMPSTEAD ROAD

The main opportunity for enhancing Hampstead Road is in the repair and re-use of the former National Temperance Hospital, in association with St James's Gardens.

The National Temperance Hospital should be considered, in part or in whole, as a candidate for Camden's forthcoming local list of buildings of interest.

Future redevelopment north of Cardington Street would offer the promise of new buildings that respond well to Hampstead Road.

There may be an opportunity to reconfigure Hampstead Road, improving the environment for pedestrians and cyclists.



© Crown copyright Licence Number: 100019726 (2012) Hampstead Road framework

05 GEORGE MEWS AND TOLMERS SQUARE

Tolmers Square and George Mews date from the late 1970s and are of their time architecturally, whilst acknowledging the general urban form of the area.

George Mews is thoughtfully planned but very directional, with oversailing backs presenting a long, severe aspect to Hampstead Road. The same weakness occurs on the west side of Tolmers Square, albeit for a shorter run, and moderated by pavement trees.





George Mews and Tolmers Square framework
06 ST JAMES'S GARDENS

The survival of the former 1791 burial ground is severely threatened by HS2, which could result in the loss of more than half the Gardens. The space that remained would have to be carefully redesigned if its historic associations and amenity value are to be acknowledged and preserved. There are however opportunities to enhance the setting of the gardens, especially by the repair and re-use of the former National Temperance Hospital on Hampstead Road. This could include improving access to the Gardens (and, potentially, the redeveloped Euston station) from Hampstead Road underneath the existing first level walkway that connects the former hospital buildings. The positioning and setting of the Garden's listed features, the drinking fountain, obelisk and monument (see appendix for listing details), will need to be carefully considered by any design proposals and provide the opportunity to retain a connection to history of the Gardens.

Any ground disturbance would call for full archeological investigation and appropriate mitigation measures put in place.



St James's Gardens framework

07 WILLIAM ROAD

The redevelopment of the Netley school site offers the prospect of a positive edge to Stanhope Street. Replacement of the two storey block opposite, on the corner of William Road and Stanhope Street, with a four storey building would restore the scale and rhythm of the 19th century group and provide a strong corner.



William Road Framework

08 LOWER REGENT'S PARK ESTATE

Clarence Gardens and Munster Square are important survivors of the 19th century plan. Any redevelopment should try to reinstate the historic relationship between the squares and with Cumberland Basin to the north.



Lower Regent's Park Estate framework

09 UPPER REGENT'S PARK ESTATE

The historic character and appearance of Cumberland Market Square is reduced by the medical centre building at the west end as well as the sports court. Replanning of the space could enhance its appeal without diminishing its amenity value to local people.



Upper Regent's Park Estate framework

10 CUMBERLAND BASIN

The former Crown Estate flats have strong group value. The main opportunity for enhancement is with the allotments, roads and parking in the central area which could more strongly communicate the character and appearance of the former canal basin.



Cumberland Basin framework

11 HARRINGTON SQUARE

The gardens are an important public amenity in an area with little green space. The historic setting is eroded by redevelopment around its edges - the former Carreras factory, the loss of the northern part of the terrace and the overbearing presence of the Ampthill Estate towers. Heavy and often fast moving traffic is dominant. Opportunities:

- Traffic calming, including potential removal of one way system;
- In the long term, if Ampthill Estate is considered for renovation or remodelling, this offers the prospect of providing a better frontage to the square on the south side.



Harrington Square framework

12 AMPTHILL SQUARE

Eversholt Street frontage (former railway clearing offices) is an important heritage asset and makes a positive townscape contribution. The rebuilt rear elevation however is banal and lifeless, providing a poor outlook for residents on the Ampthill estate.

The public realm is scrappy and incoherent, due in part to the freestanding nature of the slabs and towers, with no sign of the former historic square and an undue emphasis on parking and other hard surfaces. Mature trees provide some compensation. There is an opportunity for a new landscape plan for the Ampthill estate or - more radically - remodelling or redevelopment in the long term as buildings reach the end of their lifespans to enhance the quality of the residential neighbourhood. There would be the potential to create a more coherent and safer public realm, overlooked by buildings with a range of uses. This would have the added benefit of enhancing the setting of Harrington Square with a positive north facing frontage.



Ampthill Estate framework

13 SOMERS TOWN: CHURCHWAY

Chalton Street has a generally consistent frontage supporting a mix of uses.

Redevelopment of Euston station offers the possibility of strengthening the historic character of Eversholt Street and reinstating the east-west line of Drummond Street. This would help to reunite the communities on each side of Euston station and also provide an opportunity to commemorate and explain the history of the Hardwick/Stephenson station, including the Arch and booking hall.

Consideration should be given to making this area a conservation area, supported with a management plan for its repair and enhancement. Numbers 1-39 Drummond Crescent is an allocated site in Camden's Local Development Framework. The site is given extra prominence due to the curve of the Crescent, and, if redeveloped, reference should be made during the design process to other Crescents in the local area (Mornington Crescent, Cartwright Gardens, Park Crescent, etc.), and the historic role of Crescents within Georgian town planning. The potential to retain the two storey and symmetrical central section of the existing building should also be investigated within any development proposals.



Somers Town: Churchway framework

14 SOMERS TOWN: OSSULSTON ESTATE

The whole of the Ossulston Estate is of high sensitivity and all the original prewar buildings are listed. The postwar block on Ossulston Street is of lesser quality and slightly underscaled. The main opportunity is for the enhancement of the streets and internal courtyards.

Although the great majority of buildings already have statutory protection, the area could be incorporated into a larger conservation area for Somers Town taking in Chalton Street and Eversholt Street. A consistent approach to the design and appearance of the public realm could be a useful by-product of such action.

In the longer term, if it is considered necessary to redevelop Hadstock House, the possibility of a new east-west route through the Ossulston Estate, could enhance the ease of pedestrian movement.



Somers Town: Ossulston Estate framework

SENSITIVITY OVERVIEW

The plan on the facing page brings together the areas of high and low historic sensitivity identified for each character area onto a single plan. Areas not shown as being of high or low sensitivity are deemed to be neutral where change could be positive or negative.

The plan shows that the majority of the study area can be viewed as having either low or high historic sensitivity with significant grouping of sensitivity zones. New development within areas of high historic sensitivity should be guided by the architectural or historic interest of the place.

It should be noted that development in areas of neutral or low sensitivity may still have an effect on the setting of heritage assets nearby. This applies most obviously to tall or bulky buildings, but there may also be land use implications that affect noise, traffic volumes or the vitality of the local community. Guidance on managing the setting of heritage assets was published by English Heritage in 2011.

The plan opposite should be read alongside Camden Council's Core Strategy (Local Plan) Policies, including those on urban design and on conserving Camden's heritage.

The areas of high, low and neutral sensitivity are defined as:

- Areas of high sensitivity are those with a concentration of heritage assets, and/or a fine grained layout and small or medium scaled buildings. Their special qualities could be readily disturbed by demolition, erosion of features or inappropriate development.
- Areas of low sensitivity are those where significant change has already occurred, and where further development may be more readily accommodated or even desired.
- Neutral areas are those without a concentration of heritage assets but where the need for change may be less pressing.



Historic sensitivity

In areas where heritage assets are absent, development proposals should still be informed by an understanding of the surrounding historic environment, including wider settings issues.

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HIGH SPEED 2 URBAN AND HISTORIC ISSUES AND OPPORTUNITIES

The plan on page 157 sets out the issues and opportunities raised throughout this report that should be given special consideration in respect to High Speed 2. This includes the potential westward expansion of Euston and the general investment in the station and surrounding public realm that can be anticipated if High Speed 2 proceeds. The issues and opportunities are numerically cross referenced on the plan (this does not represent any prioritising of points in any way):

- **l Euston Station** High Speed 2 would lead to the complete redesign of Euston Station, with potential to greatly improve its relationship with its surroundings.
- ← 2 Drummond Street A key opportunity with the redevelopment of Euston would be to reduce the east-west severance caused by the station and reestablish a pedestrian connection along the historic route of Drummond Street.
- 3 Euston Arch The redevelopment of the station could present an opportunity to commemorate the original Euston Station (including the Euston Arch) and the subsequent phases of its development.
- **4 Euston side frontages** Creating attractive and active frontage along each side of Euston station should be a priority of any redevelopment.
- ← 5 Historic, legible walking routes The historic routes between Euston Station and Euston Square Gardens could form the basis of a more legible configuration.
- 6 Enhanced setting of Euston Square Gardens

 This will need to be considered by any
 development proposals.

7 Character and use of Euston Square Gardens - As a designated London Square the character of Euston Square Gardens should be preserved, including the listed elements within it. However, there is opportunity to better utilise the Gardens as a public space and routes through the Gardens should match the resultant desire lines from the redevelopment of the station.

8 The Royal College of General Practitioners (1-9 Melton Street) - straddles the High Speed 2 boundary, it is a Grade II* listed building which should be preserved, and its setting carefully considered, within any redevelopment proposals for the station.

9 Drummond Street area buildings within High Speed 2 boundary - There are a cluster of buildings of historic value, including a pair of Grade II listed terraces on Melton Street, in the Drummond Street character area which fall within the High Speed 2 boundary. The value of these built assets should be considered during any redevelopment of the station, with the frontage to the former Euston Underground Station having the potential to be reused in another location.

10 Drummond Street area historic grain - The historic grain of this area should be utilised, and reinforced where possible, by redevelopment proposals for the station.

11 Drummond Street and St James's Gardens potential conservation area - This area has a distinct historic character and clearly will be severely impacted by any westward expansion of Euston Station and the railway lines. Measures to mitigate for the impact of any erosion of the historic quality of this area should be included as part of any expansion of the station.

12 St James's Gardens - This historic burial ground could be dramatically reduced by the station expansion. Care should be taken to ensure that sufficient area is retained to maintain an active open space and that the history of the Gardens is communicated through the retention and careful locating of the Gardens' monuments and memorials.



High Speed 2 urban and historic issues and opportunities

13 Former National Temperance Hospital - The refurbishment and reuse of this building offers the potential to improve access to St James's Gardens and Euston Station from Hampstead Road.

14 HS2 area of low historic sensitivity -Depending on the technical requirements of High Speed 2, redevelopment of this area would provide a significant development opportunity in an area of low historic sensitivity.

15 Upper Regents Park opportunity area -The physical impact of creating the new railway lines for High Speed 2 could provide a catalyst for change in this area with particularly poor townscape qualities.

16 Hampstead Road - This part of the road could be narrowed to match the width of the road south of Robert Street. This could reduce traffic speeds and improve conditions for cyclists and pedestrians.

17 Stalbridge House - This positive non-listed building is within the High Speed 2 boundary.

18 Mornington Street bridge - The character and fabric of this bridge should be conserved, including the listed stone piers and lanterns at each end.

NEW BUILDINGS AND SPACES

New development at Euston should respond to the present day character of the area and help reinforce its distinctiveness. This calls for a close understanding of the role played by the heritage assets, as well as the grain and scale of the streets and the palette of materials.

The public realm should follow the simple, robust qualities of the traditional surfaces, taking advantage of tree planting where appropriate with species suited to this urban environment.

STRATEGIC VIEWS AND TALL BUILDINGS

In addition to the High Speed 2 urban and historic issues and opportunities outlined on the previous pages, it is worth noting again (as demonstrated on the map below) that a significant proportion of High Speed 2 area is within London's strategic viewing corridors. Development within these areas will be assessed on their impact to the strategic views, as detailed in 'The London Plan and the London View Management Framework, GLA, March 2012'. A plan-led approach to managing change is advocated to protect designated views and deliver an attractive skyline. The London Plan and the Camden Local Development Framework are the key instruments for managing change, but they will be reinforced by the forthcoming Euston Area Plan.



High Speed 2 and strategic viewing corridors

Designated view - Landmark viewing corridor Designated view - Background assessment area

Designated view - Lateral assessment area []] High Speed 2 boundary

DELIVERY

The opportunities identified within this management framework will be addressed through the planning process, especially the Euston Area Plan. The following steps are amongst those that should be taken forward:

- feasibility testing through the Euston Area Plan masterplanning process and detailed studies where necessary of the practicality of re-establishing historic routes and of transforming the flanks of Euston Station;
- historic squares studies to establish in detail their historic and visual significance, and to determine the scope for managed change to the squares or their settings;
- **appraisals and management plans** for the suggested conservation areas at Drummond Street and Somers Town;
- **design briefs** for sites where change is expected;
- continued **highways studies** and movement strategies, including supporting the wider Roads Task Force review of Euston Road; and
- Understanding of future transport implications and movement aspirations through the **Transport** Assessment for the Euston Area Plan.

7. CONCLUSION

The present day character of Euston is the product of its past. The area has withstood radical interventions through population growth, advances in technology and the ravages of war. It continues to face further changes. What is evident, however, is that the underlying historic and architectural interest of Euston can be harnessed intelligently to shape the future of the area and to help to reinforce those qualities that make the area it so distinctive.



APPENDIX

LISTED STRUCTURES

This appendix provides details of the listed buildings and features within the Euston Area Plan area. This information was taken from the National List for England in January 2013 and accessed via the map search tool from: http://list.english-heritage.org.uk/ mapsearch.aspx.

This appendix only includes listed features within the Euston Area Plan area. The setting of designated heritage assets which border the Euston Area Plan should also be a consideration of any proposed changes within the Area Plan.

Drayton House Friends Meeting House and walls, railings and garden to east

Address: 173-177, Euston Road Grade: II List Id: 1078321

Numbers 14 and 15 and attached railings

Address: Melton Street Grade: II List Id: 1113133

Number 1 and attached railings

Address: Mornington Crescent Grade: II List Id: 1113137

Numbers 2-12 and attached railings

Address: Mornington Crescent Grade: II List Id: 1113138

Animal drinking trough

Address: Junction of Hampstead Road and Mornington Crescent Grade: II List Id: 1113142

Edinburgh Castle public house

Address: 57 Mornington Terrace Grade: II List Id: 1113147

Number 58 and attached wall and gate piers

Address: Mornington Terrace Grade: II List Id: 1113148

Church of St Mary Magdalene

Address: Munster Square Grade: II* List Id: 1113157

Numbers 119, 121 and 123 and attached railings

Address: Parkway Grade: II List Id: 1113253

125 and attached railings

Address: Parkway Grade: II List Id: 1113254

Parkway tunnel and cutting

Address: Parkway Grade: II List Id: 1113255

Statue of Richard Cobden

Address: Opposite Mornington Crescent underground station Grade: II List Id: 1272429

Numbers 168 and 170 and attached railings

Address: North Gower Street Grade: II List Id: 1322068

Numbers 184, 186 and 188 and attached railings

Address: North Gower Street Grade: II List Id: 1322072

Numbers 185-191 and attached railings to numbers 185 and 189

Address: North Gower Street Grade: II List Id: 1322073

The North Gower Hotel (numbers 190-198) and

numbers 200-204 and attached railings Address: North Gower Street Grade: II List Id: 1322074

Numbers 211-229 and attached railings

Address: North Gower Street Grade: II List Id: 1322075

Railings around Euston Square Gardens

Address: Euston Square Grade: II List Id: 1342039

Statue of Robert Stephenson

Address: Euston Station forecourt Grade: II List Id: 1342041

Two Lodges in Euston Square Gardens

Address: Euston Square Grade: II List Id: 1342042

War Memorial

Address: Euston Square Grade: II List Id: 1342044

The Royal George

Address: 8-14 Eversholt Street Grade: II List Id: 1342046

Number 64

Address: Eversholt Street Grade: II List Id: 1342047

Eversholt House and attached railings

Address: 163-203 Eversholt Street Grade: II List Id: 1342048

The Rocket Public House (formerly the Rising Sun) Address: 120 Euston Road

Grade: II List Id: 1342072

Euston Fire Station including boundary walls, gatepiers and railings

Address: 172 Euston Road Grade: II* List Id: 1342074

Number 116 and attached railings

Address: Drummond Street Grade: II List Id: 1342084

Number 131 and attached railings

Address: Drummond Street Grade: II List Id: 1342085

Crown and Anchor Public House

Address: 137 Drummond Street Grade: II List Id: 1342086

The Place and attached railings

Address: 17 Dukes Road Grade: II List Id: 1342089

Number 34 and attached railings

Address: Albany Street Grade: II List Id: 1378600

Numbers 36-48 and attached railings Address: Albany Street

Grade: II List Id: 1378602

Numbers 261 and 263 and attached railings Address: Hampstead Road

Grade: II List Id: 1378712

Mornington Crescent London Railway Transport Station

Address: Mornington Crescent Grade: II List Id: 1378713

Drinking Fountain

Address: St James Gardens Grade: II List Id: 1378714

Monument to the Christie Family

Address: St James Gardens Grade: II List Id: 1378715

Obelisk to Baron Southampton

Address: South west corner of St James Gardens Grade: II List Id: 1378716

The Prince of Wales Public House

Address: Hampstead Road Grade: II List Id: 1378717

Number 15 to 24 and area railings

Address: Harrington Square Grade: II List Id: 1378736

Lord Nelson Public House

Address: 48 Stanhope Street Grade: II List Id: 1378806

Number 50 and attached railings

Address: Stanhope Street Grade: II List Id: 1378808

Number 52 and attached railings

Address: Stanhope Street Grade: II List Id: 1378809

Church of St Pancras Address: Upper Woburn Place Grade: I List Id: 379062

Number 56 Address: Warren Street Grade: II List Id: 1379123

Numbers 58-62 and attached railings Address: Warren Street Grade: II

Grade: 11 List Id: 1379125

Numbers 63-68 and attached railings

Address: Warren Street Grade: II List Id: 1379126

Albany Health and Fitness Club

Address: Little Albany Street Grade: II List Id: 1379342

St Mary Magdalene School Annexe and attached railings

Address: Longford Street Grade: II List Id: 1379349

York and Albany Public House

Address: 127 and 129 Parkway Grade: II List Id: 1380134

Elizabeth Garrett Anderson Hospital

Address: Euston Road Grade: II List Id: 1390775

Pair of stone piers with lamp standards

Address: East end of Mornington Street railway bridge Grade: II List Id: 1391094

Walton House

Address: Longford Street Grade: II List Id: 1393925

Numbers 1-9 and attached railings

Address: Melton Street Grade: II* List Id: 1113131



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