

Fitzroy Square Conservation Area Appraisal and Management Strategy

Adopted 16 March 2010



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PART 1: CONSERVATION AREA APPRAISAL

1.0 INTRODUCTION

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

Purpose of the Appraisal

- 1.2 This appraisal has been prepared to define the special interest of the Conservation Area in order that its key attributes are understood and can be protected and measures can be put in place to ensure appropriate enhancement.
- 1.3 This area formed part of the larger Bloomsbury Conservation Area but owing to its physical separation from the main part of Bloomsbury and its distinct character and evolution it is being proposed as a separate designation, as a standalone Fitzroy Square Conservation Area.
- 1.4 Conservation Area Appraisals and Management Strategies are recognised as being of considerable importance in providing a sound basis for guiding development within them. The purpose of the documents is to provide a clear indication of the Council's approach to the preservation and enhancement of the Conservation Area. The appraisal is for the use of local residents, community groups, businesses, property owners, architects and developers and is an aid to the formulation and design of development proposals and change in this area.
- 1.5 The assessment follows draft guidance on appraising conservation areas published by English Heritage in March 2005. It is based on up-to-date survey work and sources of information are credited in the Bibliography.
- 1.6 It is important to note that whilst the appraisal seeks to provide a summary of the special interest and character and appearance of the Conservation Area, it would be impossible to identify all of the detailed characteristics and appearance of every street and area or highlight every facet that contributes to the areas special interest. Accordingly, future development proposals must be considered in the context of this character appraisal and a thorough assessment at the time of the specific character and appearance of that part of the Conservation Area.

Designation

- 1.7 Fitzroy Square was part of the Bloomsbury Conservation Area, originally designated on 19th September 1968.
- 1.8 In 1980 the streets surrounding Fitzroy Square were designated as a conservation area and included within the Bloomsbury Conservation Area.

2.0 PLANNING POLICY CONTEXT

- 2.1 Camden has a duty under the Planning (Listed Building and Conservation Areas) Act 1990 (section 69 and 72) to designate as conservation areas any *“areas of special architectural or historic interest, the character or historic interest of which it is desirable to preserve or enhance”* and pay special attention to the preserving or enhancing the character or appearance of those areas. Designation provides the basis for policies designed to preserve or enhance the special interest of such an area. Designation also, importantly, introduces greater control over the removal of trees and more stringent requirements when judging the acceptability of demolishing unlisted buildings that contribute to the character of the area.
- 2.2 Government Policy on Conservation Areas is set out in Planning Policy Guidance Note 15: Planning and the Historic Environment (1995).
- 2.3 The Council’s policies and guidance for conservation areas are currently contained in the adopted Unitary Development Plan (UDP) (June 2006) and reflect the requirements of national policy. This document will be superseded by the Local Development Framework, which is due to be adopted in 2010.

3.0 SPECIAL INTEREST OF THE CONSERVATION AREA

Context and Evolution

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

Spatial Character and Views

Spatial Qualities

- 3.2 Fitzroy Square forms the principal focus of the area and has a strong, unifying effect. It is a well proportioned space, enclosed by fine terraces of originally unified composition, with a circular central garden. There is a greater degree of enclosure to its northern side as a result of the continuation of the terraces along Fitzroy and Conway Streets.
- 3.3 The views of the square open up along the streets leading into it. The relative narrowness of these streets, bordered by largely four-storey terraces, emphasises the distinct transition into the central space.
- 3.4 The remainder of the area comprises streets of varying width, which are characterised by being enclosed by continuous frontages of three and four-storey townhouses. Tottenham Court Road marks the eastern edge of the Conservation Area. It has a notably different scale and spatial character, being wider and enclosed by generally taller buildings.

Views and Vistas

- 3.5 The most notable views in the Conservation Area are the views into Fitzroy Square from the surrounding streets, in which the mature trees are a particular feature.
- 3.6 The BT Tower, bordering Maple Street, is a landmark feature standing 177 metres high to the south of the conservation area boundary. It can be seen

from numerous locations within the Conservation Area, including from Fitzroy Square itself.

Building Typology and Form

- 3.7 The range of building types across the area is relatively limited. By far the most common building form is the terraced townhouse. It varies in scale and design depending on its location in the hierarchy of the area, with the larger and grander townhouses surrounding the square.
- 3.8 The four-storey townhouses facing the square were designed in accordance with the classical principles of architecture. Like a large Palladian villa, they give the impression of a single grand building of a symmetrical composition. The constituent elements are mostly three bays wide. The parapet lines were designed to be continuous to unify the terrace as a single entity. Railings define the front of the plots adjoining the square and enclose a basement area. The buildings almost entirely fill the plots with very little space to the rear.
- 3.9 The terraces in the surrounding streets are mainly four storeys in height with some terraces of three storeys. Plots are generally narrower, of two, sometimes three bays wide. The original townhouse form has a basement defined by railings and sometimes an attic storey, although where shops have been inserted into the terraces the railings and basement area have often been removed. Roof forms are commonly defined by a parapet and give a strong and often consistent roof line.
- 3.10 Shops and public houses are a common feature of the streets that surround the square. They reflect a growth in commercial activity, with shopfronts inserted into the ground floor of the existing terraces. There are many examples of high quality shopfronts of varying dates. The public houses are located on street corners and most have Victorian or Edwardian adornments.
- 3.11 Few of the original two-storey mews properties remain. These have been replaced by a combination of three-storey warehouses and workshops built during the 19th and 20th centuries, which are characterised by large windows, hoists and loading doors on upper floors. Later 20th century developments comprise a combination of mews houses and offices.

Prevalent and Traditional Building Materials

- 3.12 The comparative status of the original terraces on the south and east sides of Fitzroy Square (designed by the Adam brothers) is emphasised by their Portland Stone cladding, whereas yellow London stock brick is the predominant material employed by the terraces. It was the cheapest locally available material and was favoured in the 18th and early 19th century in London. The predominant roofing material is natural Welsh slate, with butterfly roof forms often visible above parapet lines. Windows, doors and door surrounds tend to be constructed from painted timber.
- 3.13 Reflecting the increased use of stucco increased in the 18th century, the ground floors of the early 18th century properties in Conway and Fitzroy Streets are faced with rusticated stucco to mimic stone. From the 1820s, stucco was frequently used across entire facades and this is seen in the original buildings on the north and west sides of Fitzroy Square.
- 3.14 Red brick was introduced as a contrasting feature, and is typically seen alongside yellow stock brick on late Victorian and Edwardian facades. Stone and stucco are also used as for contrast in elevational articulation. From the late 19th century glazed tiles were used and are interesting features of some commercial premises.

Characteristic Details

- 3.15 The terraces of townhouses share a number of notable characteristics adhering to classical architecture. They have a repeated pattern of vertically-proportioned windows, the tallest being at first floor accentuating the *piano nobile* level (sometimes with a decorative iron balcony). Openings diminish in size on successive upper floors, reflecting their lesser importance architecturally. They frequently have rubbed brick heads and plain stone cills and recessed sash windows sub-divided by slender glazing bars. Doorways have semi-circular arches with arched fanlights above the door, some retaining intricate radiating glazing bars. The ground level windows around the square also have arched heads.
- 3.16 At roof level there are mansard roof forms set behind parapet walls, often punctured by dormer windows lighting attics, and with chimney stacks located on the party wall upstands. The majority of terraces are set back from the pavement to enable access and light to a basement area protected by

decorative cast iron railings. There are a variety of classically-influenced railing details including urns and spear heads.

- 3.17 Later developments of the late 19th and early 20th centuries make greater use of ornamentation inspired by both Gothic and classical architectural detail. Forms such as gables, turrets, oriels and bays were introduced to add interest in line with stylistic developments of the period.
- 3.18 The mews properties were built to a more modest scale, and are characterised by large door openings at ground floor level and smaller window openings on the upper floors. However, a number of former warehouse buildings are characterised by large windows, hoists and doors at upper levels.

Landscape and Public Realm

- 3.19 Fitzroy Square is pedestrianised and significantly quieter than the surrounding streets. The circular, grassed central area contains a number of mature trees which provide a focus to the space and soften and filter the views across the square. Railings separate the central grassed area from the surrounding concrete paved area provided as part of environmental improvement works in the 1970s by the Council. The streetscape is generally cluttered and has the potential for rationalisation and an enhanced quality of surface treatment.
- 3.20 Along Whitfield Street is an area of public open space, created following bomb damage of the former public baths that once stood on the site. The area is entirely hard surfaced. The only notable features are the mature trees on the edges of the space.
- 3.21 The remainder of the area has a densely developed urban character with relatively few street trees, characterised by hard landscaping.
- 3.22 Relatively little of historic interest remains in the surfacing of the public realm. The best surviving examples can be found in the mews. Surviving historic street furniture includes decorative cast iron covers for coal holes, cobbles, granite kerbs and historic bollards. Two cast-iron cannon-style bollards, outside Nos 32 and 35 Fitzroy Square, are grade II listed: they date from 1826 and are inscribed with 'St.P/SWD/1826'.

4.0 LOCATION AND SETTING

Location and Context

- 4.1 Fitzroy Square Conservation Area is located in central London, south of Euston Road and west of Tottenham Court Road. It falls in the western portion of the Parish of St Pancras. It forms part of a wider neighbourhood of central London popularly known as Fitzrovia, which extends south to Oxford Street. To the east of Tottenham Court Road is Bloomsbury Conservation Area.
- 4.2 The Conservation Area is situated in the western portion of the London Borough of Camden, adjacent to its western boundary with the City of Westminster.

Topography

- 4.3 The area is generally flat varying in elevation from around 28.7 metres AOD in the vicinity of Euston Road to 27.9 metres AOD around Maple Street. This slight fall, from north to south, is discernible along Fitzroy and Conway Streets.

General Character and Plan Form

- 4.4 The area has an urban character that is consistent with its central London location. The street pattern of the area is composed of a broadly north-south and east-west orientated grid of relatively narrow streets. The main focus of the area is Fitzroy Square (a square space of approximately 100 metres x 100 metres). A number of streets run into its corners - Fitzroy Street (on the east side of the square), Conway Street (on the west side) and Grafton Way to the south. There is a further layering of streets created by the network of mews, which generally run parallel to the main frontages.
- 4.5 A fine grain of buildings is retained across most of the area. Buildings occupy the full width of their plots and have only very limited, if any, unbuilt space within the plot. The form of development is very dense, reflecting the speculative nature of the original development. Generally, there is a transition from the grand scale and unified approach to the design of the terraces around most of the square, to repeated three- and four-storey townhouse forms on the surrounding streets. Buildings of larger footprint dating from the 20th century have disrupted this historical grain in a few locations, most notably on Tottenham Court Road (north of Grafton Way) and on Whitfield Street (Ramsey Hall).

Prevailing and Former Uses

- 4.6 The area was originally developed as a fashionable residential district for the wealthy, with ancillary uses in the surrounding streets. The area's changing fortunes and diminishing status as a residential area during the later 19th century led to the creation of a mix of uses and the subdivision of large, single family homes into offices, flats, shops and small-scale commercial uses.
- 4.7 The mews areas became a particular focus for commercial activity as the pattern of occupation changed from ancillary service quarters for the larger houses to workshops and commercial premises.
- 4.8 The area retains a broad mix of residential uses, generally small-scale businesses and independent retail premises. There is significant amount of residential accommodation on the upper floors of buildings which contributes to the levels of activity and sense of community within the area. The mix of uses is also notable within buildings which contain several small-scale uses.
- 4.9 Nikolaus Pevsner described the area as, 'an appealing small-scale mixture of domestic and commercial Georgiana with a Bohemian aura'.

5.0 HISTORIC DEVELOPMENT

- 5.1 This section provides an overview of the historic development of the Fitzroy Square Conservation Area.

Before 1760

- 5.2 The land within the Conservation Area was part of the manor of Tottenhall, whose manor house, Tottenham Court, was located around the junction of the current Euston Road and Tottenham Court Road, just outside the boundary of the Conservation Area. Tottenham Court Road is evident on Roque's Map of 1745 (Map 1), providing a link from London to the Manor. The remainder of the Conservation Area was a large field (known as Home Field), the southern boundary of which broadly coincided with Maple Street.
- 5.3 The expansion of London in the latter half of the 17th century was partly driven by events such as the Great Plague and the Great Fire of London. People were forced to move out from the heart of the city, resulting in new development in surrounding areas such as Fitzroy Square.
- 5.4 The New Road (now Euston Road) was built in 1756 to enable livestock to be moved to Smithfield without passing through the crowded areas of Oxford Street and Holborn.

1760- 1840

- 5.5 The land associated with Tottenhall Manor had been given to the Earl of Arlington by Charles II. The Earl's daughter married Henry Fitzroy, (Earl of Euston) in 1672. In the 1760s, Charles Fitzroy (later Lord Southampton), their descendant and brother of the then prime minister, sought to maximise the value of his estate through speculative development. In 1768, an Act of Parliament was passed which enabled the development of Fitzroy Square.
- 5.6 The development was conceived as a planned estate designed by renowned architects, the Adam brothers. The street layout is visible on the Bedford Estate plan of 1795 (Map 2). They provided housing types attractive to both the aristocracy and the middle classes, served by facilities including shops and a market (in the vicinity of Whitfield Street), public houses and a church, which was located at the junction of Maple and Whitfield Streets.

5.7 The square was laid out in 1790 and building on the east side began in 1792, followed by the south side in 1794. The building of the north and west sides were delayed by the Napoleonic wars until 1827 and 1832-35 respectively which caused a rise in the cost of building materials and a scarcity of credit. The half-completed development of the square is shown on the St Pancras Parish Map of 1801 (Map 3). The original development was complete by the end of the 1830s. Notable early residents of Fitzroy Square included the painter Charles Eastlake (No 7), the chemist A W Hofmann (No 9) and Robert Gascoyne Cecil, 3rd Marquess of Salisbury as Prime Minister (No 21). The explorer Captain Matthew Flinders lived at No 56 Fitzroy Street. The Venezuelan patriot Andres Bello and the pioneer of Latin American independence Francisco De Miranda both lived at No 58 Grafton Way.

1840- 1918

- 5.8 The decline in the desirability of Fitzrovia as a residential area coincided with the construction of fashionable villa developments to the north and west, and led to an increase in non-residential uses during the 19th century. Several houses were converted to hotel use due to their proximity to the mid-19th century railway termini at Euston and Kings Cross. In 1878, decayed housing on Whitfield Street was replaced by a public baths (now a public open space).
- 5.9 The availability of cheaper housing, however, attracted artists and writers who added a Bohemian element to the neighbourhood. In the later 19th century, George Bernard Shaw and Virginia Woolf were resident at No 29 Fitzroy Square.
- 5.10 Shops to serve the increased population also appeared during the 19th and early 20th century, particularly along the peripheral streets. Interesting examples of which are in evidence along Warren Street, Cleveland Street and Whitfield Street. By 1914, London Street had been renamed Maple Street.

1918- 1945

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

1945 - present day

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

6.0 CHARACTER ANALYSIS

Land use, activity and the influence of former uses

- 6.1 The character of the Fitzroy Square Conservation Area is derived from its original character as a wealthy residential district, and is influenced by subsequent social and economic changes that have affected patterns of use and occupation of buildings. This, and subsequent changes in architectural tastes and styles, is expressed in the changes to the physical fabric and current occupation of the area.
- 6.2 The speculative nature of the initial phase of development lead to the prevalence of repetitive terraced townhouse forms and a dense street pattern. There are consistently deep, rectangular plots with relatively narrow frontages to the street and limited space to the rear due to a high ratio of building to site coverage. Plot widths, storey heights and regular openings in facades create a rhythm of elevational articulation. There is also, at roof level, rhythm of parapets and repeated chimneys. The architectural scale reflects the original pattern of mainly four-storey (and sometimes three-storey) development.
- 6.3 The change in the social status of the area during the later 19th century saw the establishment of further commercial and retail uses and in particular the subdivision of buildings. This is evident in the conversion of ground floors in terraced properties to shops and the introduction of public houses. Many shopfronts survive from this period. Although the traditional pattern of frontages is still predominant, infilling of basement areas has sometimes occurred where shop units were created.
- 6.4 The significant residential population is supported by a wide range of local shops, other small businesses and community services. The diverse mix of uses and the choice of world cuisine available in the many cafes and restaurants reflect patterns of migration into the area. These establishments serve a broad clientele drawn not only from the immediate area but from the central London business district to the south and from the large institutions in the vicinity including the universities and hospitals.
- 6.5 The former mews which accessed the rear service accommodation for the large houses became a mix of residential, commercial premises and workshops during the late 19th and 20th centuries as the pattern of occupation changed, and whilst the original buildings rarely survive, the character and scale remains

largely consistent with the original subordinate service buildings and external spaces.

- 6.6 There are varying levels of activity across the Conservation Area. The quietest area is Fitzroy Square, a pedestrianised, traffic-free space and the mews streets. The peripheral streets, which tend to have a higher proportion of retail uses, have greater levels of pedestrian and vehicular movement. The major roads skirting the Conservation Area, Tottenham Court Road (one-way) and Euston Road (two-way), have exceedingly high volumes of traffic in contrast to the quieter areas.
- 6.7 In the evenings and weekends, a level of activity is maintained although at a reduced level, as a result of the mix of uses which includes restaurants, shops, public houses, dwellings and workplaces. A number of cafes and restaurants have external tables which contribute to the lively atmosphere during warmer months.

Building Character and Qualities

- 6.8 The Conservation Area boasts a sizeable number of buildings which are architecturally innovative of their period of development. The most notable and imposing group are the grade I listed, Adam-designed, terraces on the south and east sides of Fitzroy Square, with their stone fronted facades and classically influenced detailing and symmetry of elevational composition of the terrace as a whole. This is also reflected in the stucco terrace on the west side (grade II*) and in the remaining properties on the north side of the square.
- 6.9 Whilst there are subtle variations in the townhouses within the surrounding streets, there is a general uniformity and consistency in their character and detailing. They are typically brick built in a yellow stock brick and are mainly four storeys although there are some three-storey groups. Some of the terraces have rusticated stucco at ground floor level. The front elevations are generally uniform with a repeated pattern of vertically-proportioned door and window openings, generally two (sometimes three) bays wide. The largest window openings are at first floor level, reflecting the internal arrangement of the original houses decreasing in height on successive upper floors. The semi-circular arched door heads are a particular feature on properties that have not had shopfronts inserted. The windows are generally painted timber sliding sash windows with the sashes subdivided into small panes by slender glazing bars.

The retained original glazed fanlights with delicate glazing bars are also a feature. The terraces generally have a strong and consistent parapet line above which elements such as party walls, mansards and chimneys can just be seen.

- 6.10 The change in architectural tastes and styles meant some properties were re-fronted or altered during the late 19th century and early 20th century. Examples include the insertion of shopfronts and public house frontages. There was a shift towards greater decoration on buildings, particularly a more elaborate interpretation of classical detailing (such as decorative hoods and surrounds to windows as found at Nos 14-18 Tottenham Court Road). A number of high quality, traditional shopfronts remain, such as in Cleveland, Warren and Whitfield Streets.
- 6.11 The preference for red brick at the turn of the 19th century and the first decades of the 20th century is most notable in the areas that have seen greatest change (such as in Tottenham Court Road and Maple Street).
- 6.12 The former mews and warehouse properties historically have simpler detailing, often with garage doors, larger openings and hoists.

Townscape Character

- 6.13 The Fitzroy Square Conservation Area is relatively consistent in its pattern of development. It has an essentially Georgian layout of terraced streets grouped around a central square. It has been subject of incremental change over the last two centuries, generated by social and economic influences and even by war damage. However, there are subtle variations in the character and appearance of different streets that relate to their hierarchy in the urban structure. In terms of townscape analysis, the Conservation Area has been divided into the following sub-sections :
- Fitzroy Square
 - The Surrounding Streets (Grafton Way, Conway Street, Fitzroy Street, Cleveland Street, Warren Street, Maple Street)
 - The Mews
 - The Tottenham Court Road frontage.

Fitzroy Square

- 6.14 The principal focal point of the area is Fitzroy Square, planned in the latter quarter of the 18th century as the centrepiece for Charles Fitzroy's speculative development. The area was one of the last projects designed and planned by

architect Robert Adam, with his brother James, who built the terraces enclosing the east side followed by the south side of the square in the early 1790s. The architectural quality and historical importance of these terraces is signified by their grade I listing. Adhering to the Palladian style, the four-storey, Portland stone fronts were designed to present a uniform facade to the square. For architectural emphasis, the central and end sections project forward and have more ornate surface treatment. The eastern terrace, built 1793-8, has large arched openings at either end with central columns that give a sense of scale to the blocks. No 1 Fitzroy Square was rebuilt as a result of World War II bomb damage and boasts a substantial five-storey neo-Georgian extension which faces Grafton Way. This development includes an unfortunate roof extension which breaks the roofline of the eastern terrace and is highly visible in long views. The two ground floor windows of No 7 have been incorporated into one wide 'picture' window which detracts from the special interest of the front façade of this property. The southern terrace varies the treatment of these projecting elements with a central arch and pilasters. The ground floors are rusticated with arched heads to the window and door openings. The terrace is set back from the pavement behind cast-iron railings enclosing basement areas. Nos 36-38 (consec) is Boston House, which has a utilitarian post-war back behind its front façade as a result of bomb damage. Until recently, No 33 was home to the London Foot Hospital, but at time of writing is being converted back to a substantial single family dwelling. The front façade is being stripped back to its original stone finish, enhancing the Conservation Area.

- 6.15 The slightly later northern and western terraces have a plainer elevational treatment and are listed grade II*. They are of the same scale and share similar common details such as the rusticated ground floor, arched ground floor openings and decorative railings at first floor level. Only St Luke's Hospital for the Clergy at Nos 13-14 (a later insertion of the 1920s) is unlisted. This five-storey insertion breaks the line and symmetry of the original terrace due to its greater height, but it is consistent in its materials, ground-floor rustication, basement area and railings. The upper-floor windows have been replaced with unsympathetic powder-coated aluminium frames. The arched detail of the upper floor windows echoes the detail on the eastern terrace and the building generally makes a positive contribution to Fitzroy Square. However, Nikolaus Pevsner considered its plain classical stone fronts to be 'an intrusion'.

- 6.16 There is a greater degree of enclosure to the northern side of the square as a result of the continuation of the terraces along Fitzroy and Conway Streets. The rooflines step down at the ends of the northern and western terrace (south end) which emphasises the importance of the buildings facing the square. There are long views along these streets towards the late 20th century glass buildings of Euston Road, and the 36-storey Euston Tower situated to the north-east dominates views from the square.
- 6.17 Fitzroy Square is pedestrianised and is, as a result, quieter than the surrounding streets. It is a focal point within the area and has a significant unifying effect. The circular, grassed area dips down at its centre and contains a number of mature London plane trees which are a dominant and important feature of the square, especially when in full leaf in summer. These mature trees are protected by an area Tree Preservation Order. They soften and filter the views across the space and emphasise the contrast in character between the green square and the more urban streets. There is a cluster of bushes on the northern side screening children's play equipment and a gardener's shed. On the south-west side stands a bronze sculpture created by Naomi Blake to commemorate Queen Elizabeth's Silver Jubilee in 1977. Cast-iron railings, recently restored and painted dark green, separate the private, residents-only garden from the surrounding hard gravel surface. Vehicular access has been retained on the north side of the square, whereas the edges of the former roadways on the other three sides are marked by lines of granite setts in the gravel. Electric streetlights in a neo-Georgian style, with glass lanterns, have been erected around the square, together with other new street furniture such as bollards and benches. The gardens are maintained by the Fitzroy Square Frontagers' and Garden Committee, comprising many residents of the Square. The Fitzrovia Community Festival is held in the square each year.
- 6.18 Fitzroy Square has many historical associations. Ford Madox Brown, Virginia Woolf, George Bernard Shaw and Lord Salisbury as Prime Minister all lived in the square. No 6 is aptly home to the Georgian Group, an amenity society which campaigns for the preservation of Georgian architecture. In front of the flank wall of No 40 there is a statue commemorating Francisco de Miranda (1750-1816), a previous resident of Grafton Way, and a pioneer of Latin American independence.

The Surrounding Streets

- 6.19 Conway Street, Fitzroy Street and Grafton Way lead off Fitzroy Square. These relatively narrow streets, enclosed by largely four-storey terraces, retain much of their original character. There are glimpses of the trees in Fitzroy Square along these streets. They have significant consistency in terms of the architectural treatment of the terraces: the use of materials, parapets, basements and cast iron front railings. Where there are later 19th and 20th century insertions, their scale complements the original terraces. The heights of the terraces vary between three and four storeys and from street level chimneys are visible on the skyline.
- 6.20 The southern end of Conway Street steps up in height from the three-storey warehouse at No 2a (the Rebecca Hossack Gallery) to the adjacent four-storey public house at No 4 (The Lukin), the frontage of which has been rebuilt in stock brick and which incorporates the arched entrance to Conway Mews. It aligns with the grade II listed terrace at Nos 6-10 (1795). On the opposite side, the grade II listed terrace (Nos 7-15) is three storeys and Nos 1-5 is four storeys. Nos 1 and 3 are later insertions. No 1 is faced in white render that has a more horizontal emphasis in its elevational treatment, but its windows align with those in the street and it is of an appropriate scale. It serves as offices to Marie Stopes International. Its neighbour at No 3 has been converted to the Greater World Bible Church. The grade II listed No 15 has a flank wall with distinct gable detailing, which is visible in views to the north and east across Fitzroy Square. The northern end of Conway Street continues the west side of the square. Nos 23-35 and 14-24 are a notable group of grade II listed four-storey terraces on either side of the street, No 35 at the junction with Warren Street having a decorative early 20th century shopfront with plate glass windows and a blue glazed tile surround, which was built for J Evans' Welsh dairy. No 17, the Southbank International School, breaks the historic pattern of development, being a three-storey, double-fronted mid 20th century building finished in white painted render. It respects the basement line of the street, and has a bridge accessing the main entrance which is accentuated by a glass canopy suspended from a steel structure.
- 6.21 The western end of Grafton Way has a four-storey late 18th century terrace (Nos 65-71, listed grade II) on the south side and a three-storey early-mid 19th century terrace (Nos 78 & 80, listed grade II) linking to the two-storey projection

rear of No 32 Fitzroy Square. No 70 is the Grafton Arms public house. The YMCA Indian Student Hostel at the junction of Fitzroy Street and Grafton Way is a notable, grade II listed, modern L-shaped building dating from 1952, that is prominent from the south-eastern corner of the square and along the adjoining streets. This five-storey block is faced in a red brick with a concrete gable and concrete projections around the window openings, accentuating different storeys. The flank wall facing the square is faced in stone with a honeycomb pattern of windows, with a transparent glazed staircase set back beside it. The design complements the classical architecture of the square. Adjoining is No 49 Grafton Way, a late 19th century red brick, flat-fronted mansion block of the same height with decorative brick detailing. Looking west along Grafton Way the view is terminated by the low-rise post-war row of shops on the west side of Cleveland Street and the social housing block behind (situated outside the Conservation Area in the City of Westminster).

- 6.22 The prominent gables and decoration on No 64 Grafton Way provide a landmark at the junction of Whitfield Street. Four-storey late 18th century terraces continue west along Grafton Way on both sides of the road (Nos 37-45, 52-56 and 60-62 listed grade II, No 58 listed grade II*). No 54 is the Venezuelan Embassy. Many properties on the southern side have had shopfronts inserted, some of which retain original 19th century or early 20th century detailing and proportions and contribute to the interest of the street, others of which have been unsympathetically altered, for instance with aluminium frames and oversized signage. There is some scope for improvement of this frontage, however, particularly through rationalisation of signage, improvement of poorly designed shopfronts and removal of unsightly box roller shutters.
- 6.23 At the northern end of Fitzroy Street, the eastern side continues the Adam terrace on Fitzroy Square with Nos 9 & 10 which were also Adam-designed and listed grade II*. Nos 39-45 is a grade II listed three-bay, four-storey terrace, adjoining a two- and three-storey projection to the rear of No 11 Fitzroy Square. No 43 features on the current English Heritage Register of Buildings at Risk as it is under-occupied and in poor, deteriorating condition. No 41 is the Fitzroy Hotel. George Bernard Shaw lived at No 37 Fitzroy Street. L Ron Hubbard, the writer and scientologist, lived at Nos 35/37 Fitzroy Street. The southern end of Fitzroy Street is enclosed by the YMCA Indian Student Hostel and the red brick Ramsey Hall along its eastern side. Ramsey Hall dates from the 1960s and

continues the scale, materials and architectural detailing of the YMCA Indian Student Hostel.

- 6.24 Warren Street, Cleveland Street and Maple Street define the northern, western and southern boundaries of the Conservation Area respectively. All are relatively busy routes with the buildings occupied by a wide range of small scale retail, service, restaurant, office, community and residential uses - one of the defining characteristics of these streets. The mix of small scale uses, often within a single building, make an important contribution to the character and vitality of this part of the conservation area. In particular, independent shops make a positive contribution to the character of the Conservation Area; there is a concentration of specialist or destination shops in Warren Street, including the Flute Shop, Tiranti sculptors' supplies, French's Theatre Book Shop and Black Truffle shoes and accessories.
- 6.25 The south side of Warren Street is entirely within the Conservation Area. Between Tottenham Court Road and Whitfield Street is predominately a three-storey terrace (Nos 9–15) with shop units at street level and dormer windows at attic level. The adjacent Prince of Wales Feathers Public House at No 8 is of a similar scale and seen as part of this group, although it has classically influenced decorations including window surrounds, central pediment and a bracketed cornice. Nos 5–7 step up in scale and are a continuation of the decorative red brick turn of the century hotel on the Tottenham Court Road frontage. Between Whitfield Street and Cleveland Street the scale steps up to four storeys. There are several shopfronts in this section, though some properties retain their basement areas and railings. There is scope for improvement of some of the shopfronts although the majority retain high quality details (particularly good examples are Nos 20 & 21 Warren Street & corner shopfront at No 35 Conway Street). No 57 Warren Street is a finely detailed modern timber front in a neo-Classical style, in keeping with the historic upper floors. There is strong consistency in the patterns of fenestration on the upper floors, parapet lines, and materials. However, there are exceptions: for example, Nos 18 & 19 is a 1930s insertion of consistent height, with vertically proportioned openings that reflect the rhythm of the street; No 24 is a modern, neutral insertion that is of appropriate scale and has horizontally proportioned windows that align with other windows in the street. No 28 is the Smugglers Tavern, an example of a former townhouse which was converted to a public house.

- 6.26 Only part of the north side of Warren Street is in the Conservation Area, and consists of a group of three- and four-storey terraces, Nos 54, 58–60 being listed. Some shopfronts have been inserted, with the loss of basement areas and railings. The painting of the brickwork at No 58 and poor signage at Nos 56 & 58 detract from the frontage. Turning the corner, and with a frontage at No 341 Euston Road, is a slightly larger four-storey Victorian building, which is currently painted dark green with white-painted decorative window heads, dentil cornice and contrasting banding. The building is home to Margolis Office Interiors. Warren Street Underground Station is situated at the eastern end of the Warren Street, outside the Conservation Area.
- 6.27 The terraces along the east side of Cleveland Street are predominately three storeys in height with small attic windows within the mansard, although there are some four-storey elements (mainly south of Grafton Way). Nos 66-84 & Nos 100-126 are considered to be groups that contribute to the character of the area, particularly No 106 which is grade II listed and has a fine shopfront. These blocks have a consistent elevational treatment and rhythm of fenestration and consistent plot widths. No 84 is a former public house with distinctive turn of the twentieth century glazed tiles, which now has a residential use. There are a number of properties with out-of-keeping replacement windows, incorporating unsympathetic fenestration patterns, employing inappropriate materials, and in some instances fitted flush with the face of the brickwork. A notable example is No 120, a historic townhouse which has had unsympathetic uPVC sash windows fitted recently. There is potential for sensitive restoration of some shopfronts, although many contribute to the character of the area. Cleveland Court is a five-storey red brick interwar mansion block with ground-floor shops at the junction with Grafton Way. It has Art Deco-influenced ornamental brickwork, together with white banding and canted bays. The entrance and staircase bay is accentuated by dramatic vertical planes of white concrete, and the balconies have decorative wrought iron screens. This is seen in juxtaposition with Glebe House, to the north of the entrance to Fitzroy Mews, an out-of-keeping modern brown brick block with residential above shops. Both buildings are of a different scale and materials from other development in the street. Further north at Nos 128-134, on the southern junction with Warren Street, stands another large, later 20th century building called Aradco House. It is built from red brick with s

- 6.28 The north side of Maple Street has a consistent four-storey terraced frontage in a combination of yellow and red brick between Cleveland Street and Fitzroy Street (Nos 42-52 listed grade II). The built form is in stark contrast with 20th century large-scale development on the south side (outside the Conservation Area). The terrace is characterised by consistent plot widths, small mansard attic windows, strong parapet lines of matching heights and a repeated rhythm of windows openings. No 56 is painted and has classically influenced window surrounds. It forms a group with Nos 36–54 with uniform railings around basement areas. Nos 50–54 have a rusticated ground floor. Nos 46 & 48 have been altered to the rear and at roof level, with an inappropriately scaled and detailed stock brick elevation and timber fenestration; they feature in the current English Heritage Register of Buildings at Risk as they are in poor and deteriorating condition, characteristics which they share with some of their neighbours. Nos 36–40 were combined and rebuilt in the later 20th century in a scholarly neo-Classical style in keeping with the frontage, although it is slightly taller with an attic storey. The wide shopfront at ground floor has the effect of enlarging the plot width. Nos 32 & 34 continues the rhythm of two bays along the street. No 30 is a somewhat crude later 20th century infill, which has windows with an overly strong horizontal emphasis when compared with its neighbours. Given its appropriate plot width and height, this is a neutral element within the street. No 28 is a red brick building of three bays that marks the end of the terrace. The north-west corner of Maple Street and Fitzroy Street is occupied by a red brick interwar building purpose built as a public house, currently home to Potion Bar. The block to the east, defined by Fitzroy and Whitfield Streets, is almost wholly occupied by the Ramsay Hall student residence. There is a play between the solid and transparent sections of the street frontage: large areas of glazing offer vistas through the site across Hertford Place and towards the YMCA Indian Student Hostel.
- 6.29 Whitfield Street was named after George Whitefield who founded Whitefield's Tabernacle in Tottenham Court Road in the mid 18th century. It is a quiet, narrow street that falls slightly in level from north to south. The west side is strongly defined by the consistent four-storey terrace which has a strong parapet line and gives a strong sense of enclosure. It contains a variety of residential, office and small retail uses, most notably several restaurants. The east side opens into the tree-lined Whitfield Place, a well-used open space which brings activity to the area. The site was formerly occupied by a public

baths and was originally home to the Fitzroy Market (developed by Charles Fitzroy). It is now The Warren, a children's play space, a seating area and a flood-lit five-a-side pitch, enclosed by a high green metal fence. The trees along the road frontage continue the enclosure provided by the five-storey 19th century warehouse building to the south and the three-storey terrace of well-mannered, modern stock brick townhouses with classical overtones to the north. On the eastern side, the later 20th century rear extension of the hotel fronting Tottenham Court Road is of a significantly larger scale than surrounding buildings. To the south of Grafton Way the terraced frontage continues along the east side of the street. Nos 104-108 are a group of three- and four-storey, two-bay wide terraces built from a yellow brick with consistent frontage railings. No 108 Whitfield Street is a clinic, Marie Stopes House, established here in 1925 and has a blue plaque on its front to commemorate this. No 110a has been unsympathetically altered. No 145 Whitfield Street (Place?) has a plaque on its frontage celebrating the first settlement of the Nepalese community.

The Mews

- 6.30 The mews are quiet, narrow back lanes to the rear of the principal streets, which originally serviced the grand townhouses. They tend to be smaller in scale, with buildings generally two or three storeys in height and immediately fronting the highway (frequently paved with granite setts). The mews contain a variety of small scale commercial uses as well as continuing to provide some rear garaging and warehousing. Some properties have been converted to residential accommodation. Access to the mews is either under an archway or through a narrow gap in the frontage which indicates a drop in scale. Facades are generally London stock brick with large ground floor openings and vertically-proportioned openings in upper floors. In recent years, the approach to development in the mews has been small-scale and sensitive alteration, rather than wholesale rebuilding.
- 6.31 Warren Mews has been substantially redeveloped along its eastern side in recent years. The scale and materials of the three-storey block at Nos 3-10 (consec) are appropriate to the character of the street. Nos 1 and 2 are an attractive pair of 19th century three-storey, yellow brick warehouses with garage doors at ground level and projecting pulley brackets at eaves level, which have been sensitively restored. These form a group at the north end of the mews with No 15 opposite, a two-storey property with a pitched roof and an

unsympathetically altered front elevation, faced in white render with inappropriately designed timber windows. The adjacent garages are also part of this group. The western side of the mews, comprising historic mews buildings, is of a small scale and has a low roofline, varying in height between one and two storeys. Nos 13 and 14 Warren Mews have small windows in a central gable. There are good views of the back of the historic terrace fronting Cleveland Street, the rear elevation of which is less ordered than its more classical front and therefore has an intrinsic charm. Views through the archway incorporated in Nos 31-33 Warren Street are terminated by No 10 Warren Mews, a solid 19th century stock brick mews property. Nos 31-33 Warren Street retain a well preserved rear elevation.

- 6.32 Grafton Mews is characterised by granite setts. It is home to a collection of brick-faced, two- and three-storey warehouses and former garages together with some new development (Nos 8-16). The east side is two storeys with vertically proportioned openings, and has a strong roofline with views beyond of the back of the Whitfield Street terrace. Nos 1 & 2 retain some of their original character. There is greater variation in heights along the west side with buildings of two, three and four storeys. At the southern end, the utilitarian rear elevation of the post-war rebuild of No 1 Fitzroy Square is visible. However the buildings maintain a consistent building line, and tend to have vertically proportioned openings on the upper floors and shallow brick arches to the window and door heads. The mews kinks at its northern end, where it is dominated by the rear of Duchess House at Nos 18-19 Warren Street, a taller 20th century office building out of scale with its surroundings (under refurbishment at time of writing).
- 6.33 Fitzroy Mews retains its granite sett surface but has no buildings of note. The three-storey 20th century houses and offices on the eastern side take on a mews character and have large ground-floor openings with timber doors. Some of the brickwork has been painted and cedar cladding has been applied to articulate elements of the facades as part of a recent upgrade. There is also a three-storey late 20th century mews house built in stock brick to a neo-Victorian style that terminates the view to the north. These buildings are constructed from a buff brick consistent with the character of the area. The view to the south is terminated by the rear elevation of No 80 Grafton Way (listed grade II) which is in London stock brick and has a distinctive double-height slate mansard roof. The eastern side of the mews is dominated by five-storey red brick blocks of

flats which have access walkways and balconies to the rear above first floor level.

- 6.34 Of the smaller mews, Richardson's Mews retains its essential character. The road surface consists of granite setts. There is a strong sense of enclosure, particularly since to the east and west the mews is overlooked by the tall townhouses fronting Fitzroy Street and Conway Street respectively. The south side contains a solid group of buildings. The rear of St Luke's Hospital for the Clergy, is a tall, gabled late 19th century building constructed from London stock brick with a round-arched entrance. To the west are two refurbished mews houses behind Nos 15-18 Fitzroy Square, roughly contemporary with the rear of St Luke's, and topped with modern mansard roofs. The north side comprises a row of modern neo-Vernacular brown brick mews houses backing onto Nos 24-27 Warren Street.
- 6.35 Conway Mews is dominated by the large overhanging structure of the late twentieth century County House which obliquely bridges the roadway and is out of scale, but not visible elsewhere in the Conservation Area.
- 6.36 Bromley Place is a short, narrow mews area paved in granite setts, enclosed by three- and four-storey former warehouse buildings with vertically proportioned windows, accessed between Nos 5 & 7 Conway Street. Nos 1 & 2 are London stock brick warehouses and No 3 is a red brick, small-scale neo-Georgian office building dating from the later 20th century with a high quality modern glazed extension.

Tottenham Court Road

- 6.37 Following redevelopment in the late 19th and early 20th centuries, the Tottenham Court Road western frontage has a very different character to the rest of the Fitzroy Square Conservation Area. In part this derives from its frontage on a busy, broad main road, but also from the generally larger scale of development and more decorative treatment of the facades. The entire frontage has ground-floor shops. The architectural scale and character of the west side broadly matches that of the east side of the street (in Bloomsbury Conservation Area). The pavement on the west side suffers from an abundance of uncoordinated street furniture.
- 6.38 The block spanning the entire frontage between Warren Street and Grafton Way is the Radisson Edwardian Grafton Hotel, an architecturally consistent, red

brick turn of the 20th century building of five storeys with double height attics, and painted timber casement windows with stone surrounds. At ground floor, there are shopfronts which are unified by a consistent stone cornice and stone pilasters, but have been replaced or altered in an out-of-keeping fashion. The most notable shopfront is No 126, the Fitzroy Patisserie, which is contemporary with the building, and comprises a stained hardwood frame with refined detailing and has curved glazing either side of the recessed entrance. There are three main storeys above the shopfronts with two attic storeys. The building is red brick with contrasting blue brick and stone banding. Gables with bay windows below define the corners and centre of the block. Fitzroy Court, a narrow passage, leads through to Whitfield Place to the rear, giving a sense of permeability; overhead it is punctuated by late 20th century decorative triangular trusses and globe light pendants.

- 6.39 The frontage between Grafton Way and Midford Place is four storeys in height with ground-floor shop units. The Northumberland Public House is a high quality painted timber Victorian frontage, which provides a focal point at the junction with Grafton Way. There is greater variation in the upper floors of this block. Nos 117 & 118 form a group of mid 19th properties together with No 31 Grafton Way that have a consistent parapet line and more classically-influenced detailing such as stone window surrounds and brick facades albeit that two of the properties have been painted. Nos 114 & 115, although of differing, more decorative designs, are of consistent height, with a central gable at roof level and decorative stone banding. No 114, which has an interesting shopfront, and a red brick upper floor adorned with Ionic capitals, turns the corner onto a quiet, narrow cobbled service street, Midford Place, which is fronted by a collection of late 19th century simple brick warehouse buildings that step down in height from the frontage. Nos 1-5, on the south side, has a double-height glazed frontage. This short street is terminated by a modern one-storey glazed infill block, topped by a roof terrace, with the rear of townhouses in Whitfield Street as a backdrop.

7.0 HERITAGE AUDIT

Introduction

- 7.1 An audit of the fabric of the Conservation Area has been undertaken to identify listed buildings, unlisted buildings and streetscape elements that contribute positively to the character and appearance of the Conservation Area. Buildings and other elements that detract from the character and appearance are also identified.

Listed buildings

- 7.2 Within the Fitzroy Square Conservation Area there are over 100 listed buildings and structures on the statutory list of buildings of Architectural or Historic Interest. Of all listed buildings within England 4% are grade II* and 2% grade I. As can be seen from the audit, the significant number of buildings listed at grade I or II* highlights the historic and architectural significance of the Conservation Area.

- 7.3 All the buildings listed below are listed at grade II unless otherwise noted.

Cleveland Street	Nos 68, 106
Conway Street	Nos 2, 6-10 (even), 14-24 (even), 7-15 (odd), 23-35 (odd)
Fitzroy Square	Nos 1 & 1A (GI), 2-8 (GI), 9 & 10 (GII*) (consec), 11-12 (GII*), 15-19 (GII*), 20-32 (GII*), 33-40 (GI), 41, bollards (32-35)
Fitzroy Street	Nos 25-37, 39-45, 46, 48, 50
Grafton Way	Nos 37-45 (odd), 52-56 (even), 60-62 (even), 58, 65-71 (odd), 78,80
Maple Street	Nos 42 & 44, 46 & 48, 50 & 52
Warren Street	Nos 15, 16 & 17, 20 & 21, 29, 30-34, 56, 58-62, 63-68
Whitfield Street	Nos 112, 131-137, 159 & 161

Buildings which make a positive contribution

- 7.4 In addition to the buildings that are on the statutory list, there are a large number of individual buildings and groups of buildings that make a positive contribution to the character of their immediate surroundings and to the Conservation Area as a whole. Whilst some of these buildings may have

undergone minor alterations over the years, they contribute to the wider group. These have been assessed in line with the general criteria set out in English Heritage Guidance.¹ This does not represent a definitive list, however, and will be kept under review.

Bromley Place	Nos 1,2,3
Cleveland Street	Nos 66, 70-84 (even) 100-104 (even), 108-126 (even)
Conway Street	Nos 2a, 3, 4, 5, 12
Euston Road	No 341
Fitzroy Square	Nos 13 & 14
Fitzroy Street	Nos 52-56 (even), 58 & 60
Grafton Mews	Nos 1 – 4 (consec), 9, 13, 18 & 19
Grafton Way	Nos 31-35 (odd), 49, 64, 66-72 (even)
Maple Street	Nos 28, 32 & 34, 54 & 56
Midford Place	Nos 7-10 (consec)
Richardson's Mews	south side
Warren Mews	Nos 1, 2, 13 & 14
Warren Street	Nos 1-14 (consec), 18 & 19, 22, 23, 25-28 (consec), 52, 53, 54, 55, 57
Whitfield Place	Nos 1-8
Whitfield Street	Nos 116, 118, 120, 129, 139-157 (odd), 102-108 (even)
Tottenham Court Rd	Nos 120-133 (consec), 114-118 (consec)

Streetscape Elements

7.5 The character and the appearance of the Conservation Area are not solely a result of its buildings. Elements within the public realm, such as original pavement materials, boundary walls, signage and vegetation and mature trees contribute greatly to the area's quality, character and appearance.

Elements of streetscape that make a positive contribution to the Conservation Area

- Bromley Place
- Granite setts

¹ Appendix 2 of English Heritage's Guidance on Conservation Area Appraisals, February 2006

- Stone bollard r/o No 7 Conway Street

Cleveland Street

- York stone paving outside No 106
- Bollard south of entrance to Fitzroy Mews
- Iron coal hole covers outside Nos 66,70,72,78,80,82.

Conway Street

- York stone paving outside Nos 12, 16 - 24
- Cast iron coal hole covers outside Nos 17, 25, 27, 33
- Setted crossover to Conway Mews

Fitzroy Square

- York stone paving outside northern block and in strip around central gardens (undergoing works at time of site visit)
- Iron coal hole covers outside Nos 10 & 19
- Railings to square
- Landscaping and mature trees within central circular garden

Fitzroy Street

- Cast iron coal hole covers outside Nos 25, 33-35 & 50
- York stone paving outside Nos 52-56
- Cobbled crossing outside No 11b Fitzroy Square

Fitzroy Mews

- Granite setts

Grafton Mews

- Granite setts

Grafton Way

- Cast iron coal hole cover outside No 56
- Semi-mature street trees on north side

Maple Street

- Bollard at junction with Conway Street

Midford Place

- Granite setts

Richardson's Mews

- Granite setts
- York stone paving outside St Luke's Hospital for Clergy
- Granite kerbstone

Warren Mews

- Granite setts
- Stone bollard east side of archway

Warren Street

- York stone paving outside Nos 9-15, 33, 34
- Bollards at junction with Richardson's Mews and east side Warren Mews

- Coal holes outside Nos 1-5
- Semi-mature trees at junction with Fitzroy Street
- Granite kerbstone at entrance to Warren Mews

Whitfield Place

- Mature trees along frontage with open space

Whitfield Street/ Whitfield Place

- Mature trees along frontage with open space
- York stone paving in front of Nos 118-120

Tottenham Court Rd

- Mature trees in front of Nos 114-116

Buildings which detract

7.6 Buildings can detract from the character and appearance of the Conservation Area, as a result of their building's scale, mass, materials or relationship to the street being inconsistent with the prevailing form. However, no such buildings have been identified in this Conservation Area.

7.7 There are also additions to buildings that impinge on the character and quality of the Conservation Area and the buildings to which they are attached, but do not completely undermine the quality of the buildings themselves. This includes inappropriate signage, unsympathetic shopfronts, boxed roller shutters, inappropriate replacement doors, windows and unsympathetic canopies, minor changes to doors and windows, and ventilation plant and equipment. Particular examples include:

- No 37 Grafton Way, Nos 115 & 129 Tottenham Court Road - excessive signage and clutter
- Nos 56 & 58 Warren Street – inappropriate signage, shop frontage and decoration
- No 56 Cleveland Street – entrance portico
- Fitzroy Mews, north and south ends of west side facing Cleveland Street – ventilation equipment and trunking
- No 129 Whitfield Street – large advertising hoarding.

7.8 Whilst there are a number of buildings that are not in keeping with the character of the Conservation Area, they are generally of an appropriate scale or are not so prominently located that they detract. Where this is the case they have been defined as neutral elements.

Shopfronts of Merit

7.9 There are a number of historic shopfronts that contribute considerably to the character of the area and are an interesting reminder of its evolution since its initial development. Examples have been identified at:

Cleveland Street	Nos 80, 84(PH),102, 104, 106, 108, 112, 114, 116
Grafton Way	Nos 31, 33, 70, 72
Tottenham Court Road	Nos 114, 126
Warren Street	Nos 8 (PH), 20, 21, 31, 32, 33, 35, 57
Whitfield Street	Nos 112, 131, 135, 137, 139, 141, 143, 159

Opportunity sites

7.10 There are currently no vacant sites in the Conservation Area.

Appendix 1: Historic Maps

Appendix 2: Built Heritage Audit Plan

PART 2: MANAGEMENT STRATEGY

8.0 INTRODUCTION

Background

- 8.1 English Heritage Guidance on the Management of Conservation Areas advises that following an appraisal of the Conservation Area, a strategy for its management in the mid to long term should be developed to address issues identified through the appraisal.
- 8.2 The Character Appraisal and this associated Management Strategy seek to provide a clear basis for the assessment of proposals and identify an approach to addressing issues that have the potential to impact on the special interest of Fitzroy Square.
- 8.3 The aims of the Management Strategy are to:
- i) inform interested parties of how the Council intends to secure the preservation and/or enhancement of the Conservation Area;
 - ii) set out an approach to consultation on the management of the Conservation Area;
 - iii) confirm how issues identified through the character appraisal will be tackled;
 - iv) identify specific policy or design guidance that is relevant to the Conservation Area to support the development control function and those preparing applications for planning permission, listed building consent and Conservation Area consent;
 - v) identify areas where the overview provided by the Conservation Area Appraisal suggests that site-specific Development Brief would assist the management of the Conservation Area and decision-making processes;
 - vi) identify areas that may benefit from specific enhancement proposals should funding become available; and,
 - vii) identify the management tools available to the Council through legislation.

Policy and Legislation

- 8.4 Recent revisions to the planning system mean that the currently adopted Camden Unitary Development Plan (2006), which forms the basis of decision-making for development proposals in the Borough, will be replaced by a new Local Development Framework in 2010. There is a requirement for greater public consultation as part of this revised policy framework including conservation policy (both general and specific) which

will in part meet the objective of there being greater consultation on the management of the Conservation Area.

- 8.5 In the review of planning policy to be undertaken as part of the LDF process the Council will consider the objectives of preserving or enhancing the character and appearance of Fitzroy Square Conservation Area. The Council will maintain a policy framework that seeks to preserve or enhance the character or appearance of conservation areas in the context of the most up to date Government Guidance and strategic policy set out in the London Plan. The Council will identify any areas that are under pressure of significant change and consider the need for, where appropriate, more targeted spatial policy in the form of Area Action Plans.

9.0 MONITORING AND REVIEW

Monitoring

- 9.1 The Council will continue to monitor listed buildings within the Conservation Area that are at risk as well as other listed buildings to determine whether further action is necessary to safeguard the listed building and its special interest.

Review

- 9.2 The Council is required to undertake periodic review of the Fitzroy Square Conservation Area to ensure that the special interest is being maintained and protected, to re-evaluate boundaries and see whether there are areas which justify inclusion or whether there are areas which have deteriorated to such an extent that their special interest has been lost.
- 9.3 As part of the review process the Council will:
- undertake a visual appraisal;
 - maintain a searchable photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
 - record the character of streets and areas;
 - maintain and update a record of other aspects of interest within the Conservation Area including shopfronts of merit and the historic fabric of the public realm; and,
 - consider current issues impacting on the character and appearance of the Conservation Area.
- 9.4 As part of the most recent character area appraisal (June 2006), the following has been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, shopfronts of merit and elements of streetscape interest.

10.0 MAINTAINING CHARACTER

General Approach

- 10.1 The following approach to maintaining the special interest of the Fitzroy Square Conservation Area will be adopted as part of the strategy for its effective management:
1. the Fitzroy Square Conservation Area Appraisal and Management Strategy will be subject of public consultation and will be periodically reviewed to ensure that these documents remain sufficiently current to enable its effective management and decision-making on new development within the area;
 2. the list of buildings and other features which, in addition to those already included on the statutory list, positively contribute to the character or appearance of the Conservation Area, will be kept under review to aid decision-making and the preparation of proposals;
 3. applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of conservation officers;
 4. in accordance with the relevant legislation most applications for development within the Conservation Area are required to include a Design and Access Statement. This will be required to adequately explain the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site, its context as well as the proposed development;
 5. where relevant and possible further supplementary planning documents including design guidance and planning briefs will be produced;
 6. in undertaking its development control function the Council will ensure that the historic details which are an essential part of the special architectural character of Fitzroy Square Conservation Area are preserved, repaired and reinstated where appropriate;
 7. the Council will seek to ensure that the departments responsible for the environment (highways/landscape/planning/conservation and urban design) work in an effective, co-ordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate; and,
 8. the Council will continue to consult the Bloomsbury CAAC and Charlotte Street Association on applications which may impact on the special interest of the Fitzroy Square Conservation Area and seek their inputs in relation to ongoing management issues.

11.0 BOUNDARY CHANGES

- 11.1 It is proposed to create a new Fitzroy Square Conservation Area. The area covered by the proposed designation currently falls within the larger Bloomsbury Conservation Area. Due to its distinct character and geographical separation from the rest of the area, it is intended to de-designate it from Bloomsbury Conservation Area and re-designate it as Fitzroy Square Conservation Area in its own right. It is therefore necessary to introduce a new boundary on the east side, running north-south along the middle of Tottenham Court Road (from Warren Street in the north to Midford Place in the south).
- 11.2 The boundary of Fitzroy Square Conservation Area has been reviewed, with relation to the following aspects: firstly, whether the current boundaries are logical in relation to Charlotte Street Conservation Area; secondly, whether there are areas that should be added to or removed from the Conservation Area.

Adjustments to Existing Conservation Area Boundaries

- 11.3 At the request of the Council the potential integration of the Fitzroy Square Conservation Area (which was part of Bloomsbury Conservation Area) with the Charlotte Street Conservation Area has been considered.
- 11.4 It was concluded that there is an insufficiently strong case to incorporate the Fitzroy Square area with the Charlotte Street Conservation Area as a result of the band of large scale 20th century development of no historic interest which extends along both sides of Howland Street and would need to be added into the Conservation Area to facilitate a physical connection. This would be contrary to English Heritage's Guidance on designating conservation areas, which encourages only the inclusion of areas that are worthy of special protection. It would be difficult to make a case that the buildings between these two conservation areas are of sufficient merit, with the possible exception of the BT Tower which is protected in any event by its listing.

- 11.5 Whilst there are some similarities arising from the area's development during the 18th century, the predominance of townhouses and the mixed nature of use, the character and appearance of Fitzroy Square is significantly different. It was developed as a set-piece 'square' with surrounding houses and supporting uses by a single landowner, and thus represents a grander concept than the more incremental development of the Charlotte Street area.

Additions and deletions considered

- 11.6 Owing to the location of the Conservation Area bounded to the west by the City of Westminster, to the south, north and east by areas of mainly 20th century development of little historic interest there are not considered to be any areas adjoining the Conservation Area that deserve additional protection.

12.0 CURRENT ISSUES

- 12.1 Over the recent decades change within the Fitzroy Square Conservation Area has resulted from an erosion of the built fabric with replacement of original doors, shopfronts, and windows with inappropriate alternatives. This has impacted on the character and appearance of the Conservation Area. There is likely to remain significant pressure for change. This has included and is likely to continue to include pressure for alterations, particularly to commercial premises (including shops, restaurants and offices).
- 12.2 Since the last fieldwork for the Bloomsbury Conservation Area West Statement (2001) there has been an erosion in the quality of the historic built fabric in some places as a result of a number of factors, most significantly the commercial pressures which has led to the removal of historic shopfronts, inappropriate signage and shuttering and removal of elements of streetscape interest. There has also been an improvement of the same issues in other areas, for instance an increased prevalence of 'A' boards and vacant premises. In addition, there is likely to be a continued turnover of businesses in the area giving rise to requirements for new signage, alterations and extensions and also further pressure for air conditioning, plant and telecommunications equipment. Other factors that have influenced the character and appearance of the area include the cumulative impact of advertisements, signage and street furniture (including within the public realm).

New Development

- 12.3 Whilst there has been limited new development in the Conservation Area, where it has not been successful in preserving or enhancing the character and appearance of the Conservation Area, this has generally been due to one of the following:
- The use of inappropriate materials or detailing, including fenestration proportion and pattern, within consistent street frontages
 - Inappropriate scale, bulk, height and massing of buildings

Alterations to Existing Buildings

12.4 Alterations and extensions have had a detrimental impact cumulatively and individually on the character and appearance of the area. Examples within the area include:

- Inappropriate external painting, cleaning and pointing of brickwork.
- The replacement of historic fabric with inappropriate materials or details such as inappropriately detailed or proportioned doors, windows, downpipes or railings.
- Inappropriate roof level extensions- particularly where these interrupt the consistency of a uniform terrace or the prevailing scale and character of a block, are overly prominent in the street, including the addition of prominent roof level ventilation plant.
- Satellite dishes and aerials
- Inappropriate replacement shopfront elements, that are unsympathetic to the proportions and scale of the building or street into which they have been added such as overly large fascias, plastic canopies, replacement of historic shopfronts, box roller shutters fixed to the exterior of the building
- Loss of original details such as windows, doors, traditional shopfront elements, frontage railings, chimneys and chimney stacks and elements of the streetscape.
- Inappropriate, excessive and illuminated signage.

Changes of Use

12.5 The uses within the Fitzroy Square Conservation Area have changed over time. It is the current variety, scale and nature of use that contributes to its character. In recent years there has been a tendency to bring back townhouse properties converted to other uses to their original single family dwelling function.

Changes that could impact on the character of the area include:

- Unsympathetic amalgamation of two or more units within terraces to accommodate a larger use, particularly the interruption of the pattern of the repeated terraced frontages, combination of shopfronts within the street and the need for plant and servicing
- Loss of vitality arising from the loss of a mix of small scale uses and a range of independent businesses including offices, shops and restaurants and local community services
- Development of a uniformity of use that would detract from the variety that characterises this area

Small scale developments within /changes to the public realm

12.6 Building frontages, roads and pavements are all important elements of the public realm and the cumulative impact of small scale additions can have an detrimental impact on the character of the overall area. Such additions can include:

- Loss of original/interesting streetscape elements including surfacing materials
- Introduction of unsympathetic surfacing materials
- Clutter of street furniture, particularly traffic signage and new bollards
- Visual clutter from excessive signage (in particular along Tottenham Court Road including advertising hoardings, large fascia signs, banner signage and estate agents boards)

Telecommunications

12.7 The increase in the number of mobile phone users is leading to an increased demand by operators for telecommunications equipment. Masts are frequently mounted on tall buildings and could potentially be prominent within the Conservation Area.

13.0 MANAGEMENT OF CHANGE

Investment and Maintenance

- 13.1 The appraisal has indicated that the character of the Fitzroy Square Conservation Area is vulnerable to negative change through incremental deterioration of built fabric arising from neglect and lack of maintenance of buildings, most notably where there are vacant premises or neglected properties along Cleveland Street and Maple Street.
- 13.2 The quality of the public realm and particularly the pedestrian spaces can make an important contribution to the character of the area. The quality can be adversely affected by a range of factors including the proliferation of visual clutter (e.g. signage, posts, bollards), inappropriate surfacing, covering/removal of historic surfacing.
- 13.3 The Council will seek to ensure that its own investment in the public realm in the Conservation Area respects and enhances its special character and will look for opportunities to make specific, appropriate enhancements to the public realm and particularly to the pedestrian environment as one way of supporting the preservation of the area's distinctive character through the streetscape manual and internal consultation.

Listed Buildings

- 13.4 Within Fitzroy Square Conservation Area there are a number of fine buildings which because of their special architectural or historic interest are protected by statutory listing. They form a very important part of the historic quality and character of the area.
- 13.5 To check if a property is listed check the plan at Appendix 4 and the Council's website. For Listed Building advice contact - www.camden.gov.uk/planning/listed_buildings or www.english-heritage.org.uk

Maintenance and Repair of Listed Buildings

- 13.6 There are three buildings listed at grade II in the Conservation Area that are identified as being at risk on the English Heritage *Heritage at Risk Register 2009*. These are:
- 43 Fitzroy Street (poor condition/part occupied)
 - 46 & 48 Maple Street (poor condition/ part occupied)
- 13.7 The Council will keep the condition of properties under review to inform English Heritage of any that may need to be added to the Register. Owners will be encouraged to maintain their buildings regularly to ensure their condition is improved or appropriately and adequately maintained so that important historic buildings and their architectural features are preserved. The Council will support owners by providing advice and links to available resources provided by other organisations via the website to assist with this (e.g. Georgian Group/English Heritage/maintainyourbuilding.org).
- 13.8 Owners will be encouraged to keep listed buildings occupied and in an appropriate use. The most appropriate use will be to retain a listed building in its original use. Other uses may be considered if it can be demonstrated that the original use cannot be viably maintained and any other more sympathetic uses are unviable. Most new uses will require planning permission and should not harm the integrity of the building. Listed building consent will be required for any internal alterations to listed buildings.

Listed Building Enforcement Powers

- 13.9 Listed building enforcement powers will be used to secure essential urgent works or repairs to secure the preservation of the building.
- 13.10 In the most extreme cases of deliberate neglect of listed buildings the Council will exercise its powers to undertake the work at the owner's cost or compulsorily purchase the property ensuring that there is provision for the subsequent repair of the building.

Unlisted Buildings

- 13.11 There are some unlisted buildings in the Fitzroy Square Conservation Area that have also suffered from a lack of investment and maintenance. As noted above this is seen within the upper storeys.
- 13.12 The routine and regular maintenance of all buildings within Fitzroy Square Conservation Area will be encouraged to help ensure the preservation of its special character and appearance.
- 13.13 The following measures will be considered to stimulate maintenance and care of unlisted buildings:
- information will be provided on the importance of regular maintenance and other organisations/websites providing advice on these matters will be highlighted on the Council's website;
 - initiatives that will enhance the character or appearance of Fitzroy Square Conservation Area will be encouraged;
 - information on current funding sources will be provided and if appropriate the Council will apply for funding through special schemes;
 - the Council will encourage the re-use of premises above shops and other commercial buildings to prevent vacancies and maintain vibrancy in along shopping streets; and,
 - the Council will keep under review the condition of buildings and consider, in conjunction with English Heritage and the Secretary of State for Culture, Media and Sport whether any urgent works notices should be served to secure emergency or immediate repairs to arrest deterioration of the unoccupied parts of unlisted buildings

Control over New Development

- 13.14 It is clear from the Fitzroy Square Conservation Area Appraisal that there is considerable pressure for redevelopment and new development across the Conservation Area. This pressure could come from a number of sources of different scales:
- i) amalgamation of individual buildings;
 - ii) a range of small scale change that can, cumulatively, have a significant impact on the character of an area (e.g. roof extensions; rear extensions, satellite dishes and aerials, fire escapes, plant);
 - iii) commercial pressure for new offices and retail-related developments including replacement shopfronts;
 - iv) changes of use; and,

v) advertisements.

13.15 High quality new development that is appropriate for its context can preserve and enhance the Conservation Area. To secure appropriate new development the Council has adopted a number of detailed policies that development will need to comply with. An appropriate level of information will also be required as part of the application submission to enable the Council to determine the effect of any development proposal on the character or appearance of the Conservation Area.

General

13.16 Development proposals must preserve or enhance the character or appearance of the Fitzroy Square Conservation Area. This requirement applies equally to developments which are outside the Conservation Area but would affect its setting or views into or out of the area.

13.17 High quality design and high quality execution will be required of all new development at all scales. It will be important that applications contain sufficient information to enable the Council to assess the proposals.

13.18 Proposals which seek to redevelop those buildings that are considered to have a negative impact on the special character or the appearance of the Conservation Area with appropriate new development will be encouraged.

13.19 Design and Access Statements accompanying applications will be expected specifically to address the particular characteristics identified in the appraisal including the scale and character of the repeated terraced forms, the prevailing scale, mass, roof line and rhythm created by the historic pattern of development.

13.20 The appearance of all buildings of historic interest (listed and unlisted) within the Conservation Area is harmed by the removal or loss of original architectural features and the use of inappropriate materials. For example, the loss of original joinery, sash windows, porches and front doors, can have considerable negative impact on the appearance of a historic building and the area. Insensitive re-pointing, painting or inappropriate render will harm the appearance and the long-term durability of historic brickwork.

- 13.21 In all cases the Council will expect original architectural features and detailing to be retained, protected, refurbished in the appropriate manner, and only replaced where it can be demonstrated that they are beyond repair.
- 13.22 In preparing development proposals consideration should be given to whether the development will affect view corridors to and from St Paul's and the Palace of Westminster.

Small scale non-residential development

- 13.23 Attention to detailed design is necessary regarding high quality smaller alterations such as shop fronts, signage, and extensions. These can harm the character and appearance of the Conservation Area to an extent belied by their individual scale.
- 13.24 The Conservation Area retains many diverse historic rooflines which it is important to preserve. Fundamental changes to the roofline, insensitive alterations, poor materials, intrusive dormers, or inappropriate windows can harm the historic character of the roofscape and will not be acceptable. Of particular interest are butterfly roof forms, parapets, chimneystacks and pots, expressed party walls and chimneys.
- 13.25 Within the Fitzroy Square Conservation Area there are many examples of historic rear elevations which are of interest. The original historic pattern of rear elevations within a street or group of buildings is an integral part of the character of the area and as such rear extensions will not be acceptable where they would compromise the special character.
- 13.26 The railings and basements along the majority of frontages are an important facet of the character of the area. The Council will resist the loss of original railings and infilling of basement areas where this forms part of the area's character. However, where the introduction of shops has resulted in the infilling of basements and the streetscape is characterised by the pavement extending to the building, the excavation of the basement would not normally be acceptable.

- 13.27 Prominent external telecommunications apparatus, including cable runs, can harm the appearance of an historic building. Efforts should be made to find discrete solutions appropriate to the character of the area. Guidance on the installation of telecommunication equipment including mobile phone masts, satellite dishes and aerials can be found in the Camden Planning Guidance (adopted December 2006) or by contacting the Planning Services above.
- 13.28 Where appropriate the Council will have regard to the feasibility of installing air-handling equipment so that the position, particularly in visually sensitive locations and in the proximity of residential accommodation, will protect local amenity and preserve the appearance of the Conservation Area.
- 13.29 Fire escapes should be located internally. If external means of escape cannot be avoided they should be located in a position that does not detract from the appearance of the Conservation Area. If they any element is visible from the public realm particular attention will need to be paid to the materials, colour and detailing.

Commercial Developments

- 13.30 The shopfronts that remain from the 19th and early 20th centuries are an important element in the character of these areas. The important historic shopfronts have been noted in the appraisal.
- 13.31 All historic shopfronts within the Conservation Area contribute to the special character and their retention is particularly important. The Council expects all historic shopfronts to be retained and restored in the appropriate manner.
- 13.32 The installation of a new shop front, shutters and grilles and most alterations will need planning permission. Inappropriate and poorly designed shopfronts detract from the character and appearance of the Conservation Area. The Council expects the quality and design of new shopfronts to respond sensitively to their historic setting and, importantly, the building frontage as a whole.

Changes of Use

- 13.33 The Council will keep under review changes of use to see whether particular policies are required to protect the character of the area.

Demolition

- 13.34 The total or substantial demolition of an unlisted building requires Conservation Area Consent. In accordance with relevant Government guidance, the Council will normally expect all buildings that make a positive contribution to the character or appearance of the Conservation Area to be retained. Any proposals for the demolition of an unlisted building would need to be fully and robustly justified in terms of the requirements set out in PPG15. The Council would need to be convinced of any case for demolition.
- 13.35 Demolition of a building is unlikely to be permitted without an appropriate redevelopment scheme and some certainty that this would be implemented.

Control of Advertisements

- 13.36 The installation of signage, particularly illuminated signage will usually require Advertisement Consent. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.
- 13.37 In recent years there has been a notable proliferation of estate agents boards in the Conservation Area. The legislation concerning the display of advertisements is contained principally in the Town & County Planning (Control of Advertisement) Regulations 1992. One control mechanism is the use of Regulation 7. It is not considered at this time that a Regulation 7 Order is justified at the present time but this will be kept under review.

Development Briefs and Design Guidance

- 13.38 A range of guidance on development control issues is set out within the Camden Planning Guidance 2006 and should be considered by applicants and their advisors. This is available on the Council's website and will be applied in decision-making when appropriate.

- 13.39 Other guidance includes guidance on sustainable development in conservation areas, which can be found on the Councils website. Further guidance in relation to listed buildings and their repair and maintenance is available from English Heritage and organisation such as The Georgian Group.
- 13.40 The Council will seek to maintain and update specific design guidance

Public Realm Strategy

- 13.41 The appraisal has identified elements of historic streetscape interest within the Conservation Area. These include York paving stones and slabs, granite setts and cast iron bollards. These increasingly rare examples of historic street furniture add interest and character to the public realm within the Conservation Area. It should be borne in mind that these lists may not be exhaustive and in any streetscape proposals consideration should be given to the value and retention of any elements of historic streetscape interest.
- 13.42 The Council has produced the Streetscape Design Manual to raise the standard of street works consistently throughout the Borough. Reference should be made to this document and consultation with conservation officers undertaken.
- 13.43 The planning authority will seek to encourage improvements to the public realm including the reduction of street clutter and improved street lamps, wayfinding and signage design. Information and advice can be found in the Council's Streetscape Design Manual. English Heritage guidance '*Streets for All*' should also be considered.

Landscape Elements

- 13.44 Advice on street trees can be found at www.camden.gov.uk/streetscape.
- 13.45 The Council's free publication 'A Guide to Trees in Camden' contains information on the benefits of trees and the law relating to trees in conservation areas.

Enforcement

- 13.46 In addition to listed building enforcement powers, the Council has adopted an Enforcement Policy for handling complaints of unauthorised development and will investigate and where necessary take enforcement action against unauthorised works and changes of use. In operating that policy special attention will be given to preserving or enhancing the special qualities of the Conservation Area.
- 13.47 Guidance regarding enforcement issues can be found in PPG18: Enforcing Planning Control and Circular 10/97: Enforcing Planning Control: Legislative Provision and Procedural Requirements (published by DETR).
- 13.48 The Council will, if necessary, utilise powers under Sections 214 and 215 Town and Country Planning Act 1990 to ensure that site that detract from the amenity of the Conservation Area are addressed.
- 13.49 The Council will consider the efficacy of using Completion Notices to secure the completion of any unfinished works which are impacting on the area's appearance.
- 13.50 The use of an Article 4 Direction within the Conservation Area to remove certain permitted development rights is not considered to be appropriate in this area given the high proportion of listed buildings and limited number of properties with permitted development rights.

14.0 OTHER ISSUES

- 14.1 There are a number of issues that the Council may wish to consider in relation to the management of the Conservation Area.

Promoting Design Quality

- 14.2 The Council will ensure continued consultation with the Bloomsbury Conservation Area Advisory Committee, Charlotte Street Association, and other local interest groups.
- 14.3 Design awards and environment champions will be used by the Council to encourage high quality design.

Potential Enhancement Schemes/Programmes

- 14.4 The Council will make applications for funding as appropriate. Applications for funding under the Townscape Heritage Initiative must include a Management Strategy to include
- the heritage value of the area and problems posing a threat to it;
 - planning policies;
 - proposed planning measures;
 - a framework for design standards; education and training;
 - community consultation and involvement; and
 - putting the management strategy into practice

Resources

Publications and Guidance Notes

- 14.5 The Council will make available via its website a range of resources to assist businesses, occupiers and developers in making applications that will meet the objective of preserving or enhancing the special interest of the area.

Human Resources

- 14.6 In the context of limited financial and manpower resource available to the Council there is a need for consideration to be given to the best focus of resources to secure the appropriate management of the Conservation Area.
- 14.7 Given the nature of the Conservation Area with significant pressure for change and development resources will therefore be focussed towards development

control, site specific policy guidance and enforcement action where this will deliver results.

- 14.8 The potential opportunities for the funding of physical enhancement works will be kept under review.

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Maps

Referred to:

1792 Horwood Map

1801 Fairburn Map

Bomb Damage Maps (Local History Library)

Included in Appendix:

Roque's Map 1745-6

Bedford Estate Plan Map 1795

1802 St Pancras Parish Map

OS Map 1871-1873

OS Map 1894

OS Map 1914

