

Denmark Street Conservation Area Appraisal and Management Strategy

Adopted 16 March 2010



DENMARK STREET CONSERVATION AREA APPRAISAL

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1. INTRODUCTION

1.1 Purpose of the Appraisal

- 1.1.1 The aim of this statement is to clearly set out the Council's approach to the preservation and enhancement of the Denmark Street Conservation Area.
- 1.1.2 The statement is for the use of local residents, community groups, businesses, property owners, architects and developers to inform proposed development in the area. The statement will be used by the Council in the assessment of all development proposals which affect the area.
- 1.1.3 The Statement describes the character of the area, provides an outline of the key issues and identifies development pressures.

1.2 Summary of special interest

- 1.2.1 The Denmark Street conservation area lies within the ancient parish of St Giles, which has been developed since at least 1117. The historic heart of the conservation area is St Giles Church (Henry Flitcroft, 1734) and churchyard. The historic street pattern and network of narrow passageways which remains in much of the southern part of the area lends an intimate character. The surrounding architecture is a varied mix of former residential, industrial and commercial, dating from the late C17 to the early C20, but which has a consistency of materials and scale. The northern portion of the CA has a very different character, which is dominated by Centre Point, traffic, and the associated 1960s road layout.
- 1.2.2 "Tin Pan Alley"
Since the latter part of the C20th, Denmark Street has been renowned as a centre of popular music instrument retailing, and it also houses associated music industry uses such as instrument repair workshops, studios etc. This concentration of uses creates a unique and vibrant atmosphere, which is particularly distinctive, and contributes significantly to the area's special interest and character.

1.3 Conservation area context

- 1.3.1 Denmark Street conservation area lies within the south west of the borough, on the borough boundary shared with the City of Westminster, which lies immediately to the west, across Charing Cross Road.
- 1.3.2 The wider area is of particular historic and architectural interest, and it is notable that this is recognised both within Camden - where the northern boundary of the CA is shared with the Bloomsbury CA, the

Seven Dials CA lies immediately to the south east - and within the City of Westminster, whose Soho CA lies immediately to the west of Denmark Street CA, and the Westminster and Camden Hanway Street CAs are positioned on the north west corner of St Giles Circus. Development both within and outwith the Denmark Street CA, will therefore have an impact on recognised areas and buildings of architectural and historic interest.

1.4 The Planning policy context

National planning policy

- 1.4.1 The Planning (Listed Building and Conservation Areas) Act 1990 requires the Council to designate as conservation area any “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. Designation provides the basis for policies designed to preserve or enhance the special interest of such an area.
- 1.4.2 Planning Policy Guidance Note 15. This PPG provides a full statement of Government policies for the identification and protection of historic buildings, conservation areas, and other elements of the historic environment. It explains the role played by the planning system in their protection. It complements the guidance on archaeology and planning given in PPG 16.
- 1.4.3 It is anticipated that PPG 15 and PPG 16 will be amalgamated into a revised Planning Policy Statement (PPS) 15 in the near future. The draft document is currently out to consultation (until 30 October 2009) and consultation responses will be published in January 2010.
- 1.4.4 The Crossrail Act was passed through Parliament in 2008, and gives permission for the construction and maintenance of the Crossrail railway, which will pass through central London. The new construction of and access to the new Crossrail station at Tottenham Court Road will directly affect the Denmark Street Conservation area.

Local planning policy

Changes to local planning:

- 1.4.5 The new planning system introduced by the Planning and Compulsory Purchase Act 2005 replaces UDPs (Unitary Development Plans) with Local Development Frameworks (LDFs) and changes the procedures for reviewing planning policies. LDFs will be a folder of documents containing a council's land use strategy and all of its planning policies and guidance.

- 1.4.6 The core strategy will be the central part of the LDF and will set out the key elements of the councils planning vision and strategy for the borough. Camden will be publishing the submission draft version of its Core Strategy and Development Policies documents in October 2009. These documents will go to Full Council for agreement on 14 September 2009. Submission to the Planning Inspectorate will be in the beginning of 2010, which will be followed by a Public Examination process.
- 1.4.7 The Core Strategy will be accompanied by the Development Control Policies Plan, which will provide detailed policies for when determining planning applications, and a Site Allocations Plan, which will identify specific sites for development (end of 2010). Supplementary Planning documents are also being produced to provide additional guidance on the policies contained in the three plans.
- 1.4.8 As part of the move to the new system of local development frameworks, the Council can only continue to use those UDP policies (prepared under the Town and Country Planning (Development Plans) (England) Regulations 1999) that have been 'saved' for further use beyond June 26th 2009 (three years after the UDP was originally adopted). Thus, from now until the point where UDP policies are replaced by new policies contained within the LDF, planning applications will have to be assessed against policies that have been saved, rather than the original 2006 UDP. Furthermore, during this time, Camden will also seek to update other Camden planning guidance which usually supports the UDP. Therefore, Camden Planning Guidance is currently being accordingly revised and updated, and will be brought forward in January 2011.

Current local planning policy and guidance:

- 1.4.9 The Council's policies and guidance for conservation areas are contained in the Replacement Unitary Development Plan 2006. Section 3 is concerned with the Built Environment.
- 1.4.10 UDP policies R7C and E3 are directly relevant to Denmark Street and seek to protect music industry activities on Denmark Street.
- 1.4.11 A link to the UDP and to Camden Planning Guidance 2006 can be found at the end of this report.
- 1.4.12 The Council has adopted two supplementary planning documents which affect the Denmark Street conservation area in part, and which remain current. Links to these documents are at the end of this report. These are:
- Denmark Place planning brief – adopted July 2004
 - Tottenham Court Road and St Giles High Street Area Planning Framework – adopted July 2004

1.4.13 Other relevant Policy matters in the conservation area:

St Giles Churchyard and Phoenix Gardens are identified in the UDP as Areas of Open Space;
The whole of the Denmark Street Conservation Area is within an Area of Archaeological Priority;
The Charing Cross Road frontage is identified as a Central London Frontage.

1.5 Conservation Area Designation History

- 1.5.1 Denmark Street conservation area was originally designated as an extension to the Bloomsbury CA in January 1984. The streets in the original area were Denmark St, Flitcroft St, Denmark Place, New Compton St, Charing Cross Road, Phoenix St, and St Giles High St.
- 1.5.2 An extension was designated in 1991 to include the northern ends of Charing Cross Road and St Giles High St and the north side of Denmark Place.
- 1.5.3 In 1998, a further boundary review was undertaken and the boundary extended to include Centre Point (inc nos. 5-21 St Giles High Street and nos. 101-103 New Oxford Street), which was listed in 1996. This extension was bounded by Earnshaw Street, New Oxford Street, St Giles Circus and Andrew Borde Street.

2 THE HISTORICAL DEVELOPMENT OF THE AREA

2.1 St Giles

The Conservation Area lies within the ancient parish of St Giles, first mentioned in a decree of 1222. The first known development of the area was the establishment of the St Giles Leper colony, founded by Queen Matilda in 1117, outside the City of London walls. The colony provided for 14 London Lepers and consisted of a church, master's house, outbuildings and orchard, bounded by what are now Charing Cross Road, St Giles High Street and Shaftesbury Avenue. The leper colony *"received this beautiful name because it was dedicated in honour of St Giles of Provence, regarded as the special patron of lepers and outcasts"*. St Giles probably became a hospital when leprosy was eradicated, and by C16th a village had grown around it. The hospital was surrounded by a high wall, which was still partly standing in 1658, and was entered by a Gatehouse in the High Street.

- 2.2 The land and buildings were taken by Henry VIII at the dissolution of the monasteries in 1545. In 1547 the King bestowed the St Giles hospital and precincts, but not the chapel, to John Dudley. The Manor House became known as Dudley House. The Chapel of the hospital became a parish church in 1547 and was the first of three churches on

the site. It was pulled down in 1624. A second church was built in 1630 which was not well constructed and was demolished a century later. Parishioners petitioned that a new church be funded by a Queen Anne Act of Parliament that paid for 50 new churches by placing a tax on coal. This was built in 1734, designed by Henry Flitcroft, a leading exponent of the Palladian style. Flitcroft Street was later named after him. St Giles is one of a handful of early classical churches to survive in inner London.

- 2.3 A description of 1734 illustrates contemporary opinion on Flitcroft's building:

"The new church is one of the most simple and elegant of the modern structures; it is rais'd at very little expense, has very few ornaments, and little beside the propriety of its parts, and the harmony of the whole, to excite attention, and challenge applause: yet still it pleases, and justly too..."

- 2.4 The church yard, which is now a public garden, has great historic significance as a burial ground. The first cases of the Great Plague were in St Giles parish. In 1665 there were 3216 deaths and in July alone of that year about 1300 victims were buried in the churchyard at St Giles. In about 1680 12 Roman Catholic martyrs were buried there.
- 2.5 The Rector of the church wrote, *"It is said 'happiness has no history'. St Giles teems with history, because for over 800 years it ministered to people who were outcasts of society, or were involved in man's inhumanity to man, or were the life long occupants of its squalid courts and alleys with no hope of change or release."*

2.6 Street pattern

The present street pattern of St Giles High Street and Charing Cross Road has existed since at least the C12th. St Giles High Street was one of two major thoroughfares leading west from the City until 1847, when New Oxford Street was built. The High Street was the first part of the CA to be built on, and formed a village around the parish church in medieval times. A key feature from at least 1452 was the Crown Inn which stood at the corner of the High Street and Hog Lane (later named Crown St after the Inn, then Charing Cross Road). North of Denmark Place the frontage to the High Street was fully built on before 1658.

- 2.7 Significant urban development started in the early C17 after the apportioning of the lands of the hospital, forming the present street pattern by the C18. Phoenix Street and Stidwell Street (later New Compton Street) were built prior to 1680. Denmark Street was built around 1687 and was named in honour of Prince George of Denmark who married Queen Anne in 1683.

- 2.8 By the early C18 the triangle of land around St Giles Hospital had been built on. Development included Crown Street, which was later redeveloped as Charing Cross Road, Dudley Court (later named Denmark Place) and Lloyds Court (later named Flitcroft Street).
- 2.9 Denmark Street was developed by Samuel Fortrey and Jacques Wiseman in the late 1680s. The street ran east to west from the corner of the churchyard to Crown Street. It ran across the site of the largest remaining hospital building which appears on the Morgan's 1682 map. This was probably the Master's House. By 1691 about 20 houses had been completed. Eight of the original houses survive and are of exceptional architectural interest. It is believed that within the old built-up area of inner London north of the Thames, such as it was in 1700, only about six streets with terraced houses of comparable date, status, number and degree of authority remain. Of these streets Denmark Street is the only one where original houses survive on both sides of the street. The houses of Denmark Street are therefore of great historic significance and are rare survivors of London terraced houses dating from the late 1600s.
- 2.10 New Compton Street was built before Denmark St, named originally Stidwell Street and Kendrick Yard. In 1671 a license was granted to Sir Richard Stydolph to build on the pasture ground attached to the Hospital. He then let ground to *"severall poore men who build hansome and uniforme houses"*. Christopher Wren viewed Stidwell Street and approved of the scheme, suggesting that it might *"tend in some measure to cure the noisomnesse of that part"*. Many of the houses were rebuilt in 1775-6 and the street name was changed to New Compton Street in 1775.
- 2.11 From about 1750 the parish of St Giles was mainly known for its poverty and squalor. The area known as the "rookery" of St Giles, which lay just to the north of the present CA, was described as a *"Pandora's box of pollution, plague and pestilence"*.
- 2.12 Denmark Street's residential character became increasingly commercial after 1800 when houses began to be used as shops at ground floor level. The back premises and upper floors became craft workshops, particularly for metal work. Music publishers first established themselves in Denmark Street in the C19 and by the 1930s popular music publishers occupied most of the premises and the street became known as "Tin Pan Alley". The music publishing industry continued to flourish there until the 1960s when changes in the industry led to a decline in the buying and selling of sheet music, and music publishing has almost entirely left the street. Music, however, has stayed at the heart of the street, changing with the demands of the times. From this small street a wide variety of services were provided. During the 1950s and 60s a number of small recording studios were created used by the Rolling Stones, the Kinks, Elton John, Jimi Hendrix etc. These continued to be used through to the 1990s. Small record

companies, managers and agents were also based in the street. The New Musical Express was at 5 Denmark Street from 1952 until 1964. Today the link to the music industry survives in the number of specialist musical instrument shops and workshops, with related businesses on the upper floors.

- 2.13 Charing Cross Road and Shaftesbury Avenue were opened in 1887 by the Metropolitan Board of Works. Charing Cross Road was formed by the widening of Crown Street, which involved the demolition of the western end of Denmark Street. It was built to link traffic between Tottenham Court Road and the new railway station at Charing Cross, to relieve traffic congestion and be a form of slum clearance and social control. The new Victorian architecture was greeted with some criticism. Two comments from the Building News in 1888 and 1893, *"Private owners have vied with each other in putting up costly fronts with elevations of imposing height"* and *"Showiness is one of the elements; elaboration of detail, amounting to a crowded effect upon the eye, startling contrasts of materials - generally bright red brick with dazzling white stone dressings - producing a very spotty effect when one gets near, are present. The facade must be flashy; it need not be in accordance with any architectural canons of taste or of style, much less be correct in its proportions and details, all of which things are looked on as puristical and flat"*. Noteworthy buildings which remain from this period include Shaldon Mansions (originally known as Halberstadt Mansions), built by the developer James Hartnoll, who was responsible for several mansion blocks of shops and flats on streets laid out or widened by the Board of Works.
- 2.14 The building of Charing Cross Road in the 1880s also involved the demolition of the northern end of St Giles High Street and the Crown Inn. This area was altered significantly in the 1960s when Centre Point was built and the whole of the northern side as well as part of the southern side of the High Street was demolished. A one way traffic scheme brought west bound traffic up St Giles High Street.
- 2.15 Bomb damage led to the demolition of properties on most of Stacey Street and part of Phoenix Street. In the early 1960s the London County Council demolished a terrace of C18 houses on the northern side of New Compton Street. The vacant sites were occupied as car parks during the 1960s and 1970s before being redeveloped. The northern side of New Compton Street has two residential blocks, one built in the 1970s and one in 1996. Stacey Street has a residential block built in 1994. At the junction of New Compton Street and Stacey Street Phoenix Gardens, a community park, was created in 1985.
- 2.16 The site now occupied by Centre Point was first developed as terraced housing in the C17th. The area north of St Giles Church up to Great Russell Street became known as "The Rookery" in the C18th and was notorious for its poverty and crime. Between the mid C19th and mid C20th major road construction and redevelopment resulted in the

urban environment being completely altered. The construction of New Oxford Street in 1847 cut through the Rookery and many properties were demolished. In 1887 Charing Cross Road and Shaftesbury Avenue were constructed leading to further losses of C17 terraces. The building of Centre Point in the 1960s resulted in the area south of New Oxford Street and west of Earnshaw Street being demolished and the island site of Centre Point and the associated gyratory road layout being created. St Giles High Street became one way at this time and less of a primary route.

- 2.17 Centre Point was approved by the LCC as part of a deal which included traffic improvements. It was built between 1961-1966 designed by Richard Siefert and Partners. Its 34 storey tower dominates the skyline from many viewpoints and is considered one of the most significant speculative office developments of its period in Britain. The development is in two parts, which are linked at first floor level. Fronting Charing Cross Road is the tower block, which is in office use. This was originally raised on pilotis, but the ground floor has now been infilled. Built in reinforced concrete with slightly convex sides, the pre-cast concrete structural frame is expressed in a complex faceted form. At first floor level it is linked to a lower block which has shops at ground floor level, two floors of offices and four floors of residential accommodation above. The smaller block has 3 banks of projecting balconies and mosaic clad walls. The Centre Point complex was listed at Grade II in 1996 in recognition of it being one of the most important speculative office developments of its period in Britain.

3 CHARACTER AND APPEARANCE OF THE CONSERVATION AREA

- 3.1 The Denmark Street CA is positioned on Camden's south western edge, and borders the City of Westminster along Charing Cross Road. It occupies a relatively small area of land, yet it has great diversity in appearance, an interesting mix of uses, and a character and appearance which have been shaped by the development of the land from the C12th.
- 3.2 The historic heart of the CA is St Giles Church and churchyard. Surrounding it are seven centuries of history expressed in the street layout, the legacy of buildings, open spaces and mix of uses.
- 3.3 The present-day music uses which occupy Denmark Street itself lend the area an energetic, unique character, which is a particularly strong part of the conservation area's special interest.
- 3.4 The CA can be divided into three character sub-areas, which broadly respond to the historical development of the area.

Denmark Street (sub-area 1)

- 3.5 The contemporary heart of the conservation area is focused around **Denmark Street**, which is an animated, mainly commercial street which contains buildings of great historic interest. The street has a lively atmosphere due to its unique concentration of specialist music instrument retailers and related businesses.
- 3.6 The buildings on Denmark Street are three and four storeys, some with mansard roofs, and relate to the scale and plot sizes of the original C17 domestic buildings, a significant number of which remain (Nos. 5, 6, 7, 9, 10, 20, 26, 27). The predominant material is brick, with some Georgian detail remaining, but in the early 1920s builder/developer Walter J Fryer built a number of properties on Denmark Street which are generally faced in stone and incorporate large, metal framed windows (Nos. 4, 8, 19, 21, 23, 24, 25).
- 3.7 A variety of shopfronts, blinds and signage gives the street an informal feel at ground floor level which complements its vibrant atmosphere.
- 3.8 Denmark Place** Originally known as Dudley Court and then Denmark Court, Denmark Place is a very narrow pedestrian alley, which is situated to the north of Denmark Street, and leads between Charing Cross Road and St Giles High Street. At its eastern end there is an even narrower link south into Denmark Street, which is accessed via an opening within no. 27 Denmark Street.
- 3.9 Denmark Place was originally formed between a terrace of small houses on the north side and the mews of Denmark Street to the south. The existing buildings were built as workshops at the end of C19 or early C20. The buildings of the south side are mainly three storeys high, with plot widths that conform to the Denmark Street properties which they back onto. There is some variation in height as some properties have attics. There is also variety of materials, including glazed brick, stucco and brick. No.22 is a lower single storey building with high pitched roof which was the forge and smithy and may date back to the C17th. It continued to be used as a smithy into the C20. The northern side retains half of its buildings, on the eastern side. These comprise one continuous elevation with render at ground floor level. The narrowness of the street, and the scale and height of the buildings contributes to the dense and intimate character of the CA, and the music industry uses (studios etc) link to those on Denmark Street.
- 3.10 Charing Cross Road** forms the western boundary of the CA, is a major traffic route in central London, and the buildings here are predominantly in commercial and retail use at ground level, so consequently this part of the CA has a very busy feel.
- 3.11 Charing Cross Road was created by the Metropolitan Board of Works from 1877 onwards by widening and demolishing the east side of

Crown Street and setting the building line back by twenty feet. The Survey of London states that,

"the eastern side of the northern part of Charing Cross Road is lined with buildings of various styles, heights and materials, although red brick predominates and a general level of mediocrity prevails."

- 3.12 There is no particular consistency of building age, type or design along this part of Charing Cross Road, although Shaldon Mansions (126-136) and nos. 122-124 form a red-brick and stone "frame" which provides a handsome gateway into Denmark Street. Shaldon Mansions is one of the most distinctive buildings here, and comprises shops at ground floor level with residential accommodation above. It is built of red brick with stone embellishment and a distinctive, tall stepped gable detail on the main elevation.
- 3.13 The building heights are generally no more than 4 or 5 main storeys above tall ground floor shopfronts, commensurate with the scale and commercial nature of the road.
- 3.14 Nos. 138 – 148 have recently been demolished as part of the Crossrail and London underground station works.
- 3.15 Phoenix Street.** The northern side of the street is dominated by the Phoenix Theatre and Cinema. The Theatre was built in 1929/30 designed by Sir Giles Gilbert Scott, Cecil Masey and Bertie Crewe. The street allows a pleasant vista westwards across the Borough boundary to the sculptured stone entrance of Central St Martins College of Art & Design, which is within the City of Westminster. Modern flat developments provide a neutral backdrop within the streetscene.
- 3.16 Flitcroft Street** C19th commercialism led to the building of workshops and warehouses on Denmark Place and Flitcroft Street. Flitcroft Street is a narrow pedestrian alley flanked by 4 storey brick warehouses on the north side, and the rear of the Phoenix Theatre on the south. These fairly tall, robust industrial buildings are positioned on the edge of the passageway, which creates an intimate character. The alley turns northwards beside the Elms Lester Painting Rooms and here affords glimpse views of the spire of St Giles church and Centre Point tower. Some relief from the enclosed nature is afforded at the junction with Stacey Street, where the Phoenix Community Garden opens out southwards.
- 3.17 There are 3 listed buildings. Nos.1-5 are the Elms Lester Painting Rooms, a distinct building designed and built in 1903 as a theatrical scenery painting workshop. It has historic value as it is intact and continues to be used for scenery painting. No 6 dates from 1850 and was refronted in 1881 with yellow and red brick with detailing in

moulded brick. It is a typical Victorian warehouse with ground floor loading bays and a series of loading doors at the upper floors.

St Giles Church - Sub Area 2

- 3.18 St Giles Church and Garden** The church is considered to be the best known work of Flitcroft, a major architect of the Palladian Revival. Its 150ft steeple creates a distinctive landmark in the area.
- 3.19 The Lych gate is positioned on the western boundary of the Church, at the northern end of Flitcroft Street where it widens out towards Denmark Street. This is an interesting and pleasing space where the industrial C19/early C20 buildings of Flitcroft Street meet the historic site of the church.
- 3.20 The open area of the churchyard serves as a reminder of its original setting, when St Giles in the Fields was a literal description of the parish church. It now provides an valuable area of open space in an otherwise heavily built-up part of the Borough, which is greened and shaded by the tall London Plane trees, and is well used by those who visit and work in the area. The Churchyard Garden has been a public park since being leased to the Council in 1957.
- 3.21 The church tower and steeple provide an important reference point, appearing as a significant feature in a number of views from within and into the conservation area. In particular, the views from each end of St Giles High Street and from New Compton Street along St Giles Passage are of great importance to the CA. Despite a significant increase in the scale of buildings in the vicinity of the church - particularly Centre Point tower and the recent St Giles development - the many views of the steeple continue to be of great value to the townscape of the conservation area, and provide a tangible visual link to the area's long and rich history.
- 3.22 St Giles High Street** Between Denmark Street and Andrew Borde Street the High Street is dominated by the York and Clifton Mansions, a four storey Italianate style building of red brick and stone, with pedimented window architraves at first and second floor level and matching dormers, some with finials. In views from the east, the northward curve of the High Street accentuates the view of the Mansions.
- 3.23 Historically, there were terraced buildings, of the same scale as that surviving at no. 59, on both sides of St Giles High Street. The north side of St Giles high street, opposite the Church, was redeveloped post-war, which significantly altered the character of this area and the present day setting of the church and CA.
- 3.24 The scale and plot widths of the buildings at 61-64 St Giles High Street, to the east of the church, also serve as a reminder of the original layout

of the area, and are considered to contribute positively to the character and appearance of the CA.

- 3.25 New Compton Street.** The northwestern side of this street is in the CA, and forms its eastern boundary. The C18 terraced houses which formerly lined both sides of the street were demolished in the 1960s and have been replaced by two blocks of flats, the scale and materials of which do not contribute to the character or appearance of the CA or the setting of St Giles churchyard. The street as a whole has a rather 'back of house' feel, particularly as the ground floor treatment of the rear entrances to the commercial buildings on Shaftesbury Avenue, with ventilation grilles, fire exits and vehicular access does not provide a sympathetic setting to the CA, providing little opportunity for natural surveillance and discouraging pedestrian flow, and creating an inactive environment.
- 3.26 The street layout is of historic significance, having been laid out in 1671 on Hospital land, but the majority of built fabric on the street is in the form of bulky flat blocks, the form, materials and appearance of which detract from the appearance and special character of the Conservation Area.
- 3.27 Phoenix Community Garden was formed in 1985. It is identified in the UDP as a Site of Nature Conservation Importance (Local), and provides an unexpected area of open space and greening within an otherwise densely built up area. It allows for views through the CA, provides welcome recreation space, and enhances the setting of St Giles Church.

Centre Point - sub area 3

- 3.28 The historic buildings on the northern part of Charing Cross Road and St Giles High Street were demolished in the early 1960s to make way for the building of Centre Point and the associated major re-routing of traffic.
- 3.29 The buildings of Centre Point form a distinct block which is surrounded by the heavily trafficked streets of New Oxford Street and Charing Cross Road, and the less busy St Giles High Street. The quality of the street environment of the site is poor. Further planned highway improvements of the 1960s were abandoned leaving the area unfinished and unresolved, and particularly hostile for pedestrians. Until recently the blank flank walls of 144 and 148 Charing Cross Road provided an unattractive face onto Andrew Borde Street, but these buildings have now been demolished as part of the Crossrail enabling works.
- 3.30 The demolition of these buildings further erodes the appreciation of the original layout of St Giles High Street.

- 3.31 Pedestrian access across this part of the CA is difficult particularly at the base of Centre Point tower, as the road layout forms something of a barrier between Covent Garden/Denmark St and Oxford Street and New Oxford Street to the north west. The formation of new entrances to the Crossrail and Underground stations to the front of Centre Point, and associated redevelopment of this area to form an area of public open space, presents great opportunity for the recreation of a pedestrian link between these two areas, without compromising the remaining historic street pattern. ■
- 3.32 The area between Denmark Place and Andrew Borde Street was the subject of a redevelopment proposal in 1989, which was followed by an appeal in 1991. The appeal was dismissed because of the need to safeguard the Cross Rail route. The buildings on the site have now been demolished under the Crossrail Act in order to facilitate the construction of the new station and station access. The redevelopment of this site, once the Crossrail project is complete in 2016 will have a particularly significant impact on the character and appearance of the CA as a whole.
- 3.33 The position of the development site is particularly sensitive as it address as diverse range of conditions – its southern side backs directly onto Denmark Place and the rears of the historic building on Denmark Street. It must also respond to the newly formed plaza on the north side, to the front of Centre Point, the scale and building line of the historic St Giles High Street, and the busier, more commercial frontage of Charing Cross Road.
- 3.34 Development in this sub area will have a significant impact on the character and appearance of the whole of the rest of the Denmark Street CA, and the sensitivities and complexities of the site must be considered carefully. Development here should encourage more people to visit, use and pass through the area, and respect and preserve the differences and varieties of scale, appearance, character and ambience which make up the whole of the conservation area.

DENMARK STREET CONSERVATION AREA MANAGEMENT STRATEGY

1 Introduction

- 1.1 The government has introduced through new legislation, policy and procedure a new planning system in which the focus is on flexibility, sustainability, strengthened community and stakeholder involvement. Under the new system local authorities are required to produce Local Development Frameworks (LDFs)
- 1.2 The LDF, when it replaces the UDP, will comprise the London Borough of Camden planning policies known as the Development Plan Documents (DPDs), Supplementary Planning Documents (SPDs), and will include a high level of monitoring and community involvement.
- 1.3 The purpose of this Conservation Area Appraisal and Management Plan is to provide a clear and structured approach to development and alterations which impact on the Denmark Street Conservation Area. The special qualities of the Conservation Area, which “it is desirable to preserve or enhance” have been identified in Part 1.
- 1.4 A list of the legislation, council policies and key documents, which specifically relate to the Denmark Street Conservation Area are listed at the end of this document.

2 Monitoring and Review

- 2.1 The planning authority is required to review its conservation areas on a regular basis. This may involve the designation of new conservation areas, the de-designation of areas that have lost their special character or the extension of existing conservation areas. The special character of the Denmark Street Conservation Area has been re-evaluated within the character appraisal and this forms part of the overall review.
- 2.2 As part of the review process the Council will seek to provide an up to date comprehensive photographic record of all Listed Buildings and establish a visual survey of buildings which make a positive contribution to the Denmark Street Conservation Area. The photographic survey of Listed Buildings can be accessed via the Council’s web site. The Council will seek to encourage greater community involvement with the management of the Denmark Street Conservation Area

3 Maintaining Quality

- 3.1 To maintain the special interest and the particular character of the Denmark Street Conservation Area in a sensitive and responsive way and to ensure the highest quality developments the planning authority will:

- from time to time, review the Denmark Street Conservation Area appraisal and produce a management plan, from which development control decisions, and where required, design briefs can be produced.
- require all applications to include the appropriate forms and legible, accurate and up to date, fully annotated, scaled drawings.
- keep under review a list of buildings which, in addition to those already included on the statutory list, positively contribute to the character or appearance of the Denmark Street Conservation Area, to aid decision making and the preparation of proposals.
- require most applications for development within the Conservation Area to include a design and access statement – for information see www.cabe.org.uk
- produce where relevant and possible supplementary planning documents including design guidance and planning briefs – www.camden.gov.uk
- expect the historic details which are an essential part of the special architectural character of Denmark Street Conservation Area to be preserved, repaired and reinstated where appropriate.
- ensure that professional officers from the Conservation and Urban Design Team and Development Control can advise on all aspects of development which could affect the Conservation Area.
- carry out its duties in a fair and equitable manner – please see the following link: www.camden.gov.uk

4 Conservation Area Boundary Review

- 4.1 As part of the appraisal survey the existing conservation area boundary has been reappraised. It is not proposed to amend the boundary.

5 THE MANAGEMENT OF CHANGE

Current issues

- 5.1 Since the last Denmark Street CA review, a number of changes have taken place in and around the area, which are of particular significance in terms of the current and future impact on the character, appearance and setting of the Denmark Street conservation area as a whole.

5.2 Crossrail Act 2008

The Crossrail Act was passed through Parliament in 2008, and gives permission for the construction and maintenance of the Crossrail

railway, which will pass through central London. The Act disapplies certain sections of the Town and Country Planning Act 1990, and makes provision for the formation of tunnels, stations, ventilation shafts and other associated engineering operations required for the building of the railway.

- 5.3 The Denmark Street CA is directly affected by the Crossrail Act. In order to facilitate the construction of and access to the Tottenham Court Road Crossrail station, the demolition of a number of unlisted buildings to the north of Denmark Place and the listed pool to the front of Centre Point have been permitted under the Act. These works have taken place, and the area is a working site at present.
- 5.4 A number of other buildings in the immediate area will also be demolished in order to allow for the construction of the station and railway. These include the Astoria theatre and other buildings on Charing Cross Road, which are within the City of Westminster. These sites lie opposite the Denmark Street CA, and the redevelopment of the sites after Crossrail construction is completed will have an effect on the setting of the CA.
- 5.5 Centre Point Plaza
Two new entrances to the Underground and Crossrail station will be formed in the open area in front of Centre Point. A proposed design has been put forward which is currently being considered by the Council.
- 5.6 The associated landscaping of this area to form a high-quality public open space will have to be carefully considered.
- 5.7 St Giles redevelopment
Planning permission was granted in 2006 for the redevelopment of this site, which lies just outside the Denmark Street CA boundary on the eastern side, for the erection of mixed-use development of between 7 and 14 storeys above ground. The project is nearing completion. Its scale, combined with a use of bold colour and intricate detailing, has a significant impact on the character and appearance of the immediate area.
- 5.8 Hanway Street Study
English Heritage has commissioned a study into conservation-led regeneration options for the eastern end of Oxford Street, including Hanway Street. Hanway Street is a small conservation area which, like Denmark Street, is very likely to be affected by the Crossrail proposals, and may be subject to great development pressures as a result of this major work. The study is currently being discussed with stakeholders. The resulting report may provide some useful insights and heritage-led development suggestions which may be considered in the context of future proposals within the Denmark Street Conservation Area.

5.9 St Giles Circus Strategic Framework Study

Design for London have commissioned a study which aims to set out a plan for the public realm in and around the St Giles Circus area. This has been undertaken by Farrells, and a study was put forward in 2008. This is to be considered further by the GLA, City of Westminster, and Camden.

6 New Development and alterations to existing buildings

6.1 The conservation area hosts a variety of built forms. New design should respect the scale and layout of the particular location, and complement the appearance, character and setting of the existing buildings and structures, historic street pattern, areas of open space, and the environment as a whole.

6.2 Building heights and positions should not interfere with views of local landmarks. Developments should respect and, where possible, enhance central London panoramas and other significant views from within and outwith the conservation area.

6.3 Further guidance on the Denmark Place site is contained within the Denmark Place planning brief. Any new development in this area post-Crossrail should be mindful of the scale, character and special qualities of the Denmark Street conservation area as a whole.

6.4 Development proposals will be expected to preserve or enhance the character or appearance of the Denmark Street Conservation Area. This also applies to developments which are outside the conservation area but would affect its setting or views into or out of the area.

6.5 Urban design and landscape principles together with more detailed guidance on sustainable development and landscaping can be found in Camden Planning Guidance (2006). Some key points include:-

6.6 Quality erosion and loss of architectural detail

6.6.1 The appearance of characterful buildings 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, front doors and natural slate roofs, can have considerable negative impact on the appearance of a historic building and the area. It is often possible to successfully upgrade windows and doors through draft-proofing, secondary glazing and the installation of thicker glass without harmfully altering the appearance of the building.

6.6.2 Insensitive re-pointing, painting or inappropriate render will harm the appearance and the long-term durability of historic brickwork.

6.6.3 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. Where such features are missing from individual properties, the owners are encouraged to reinstate them.

6.6.1.1.1.1 Shopfronts, canopies and shutters

- 6.7.1 The appearance of shopfronts contributes significantly to the commercial areas of the conservation area, particularly Denmark Street itself. New applications for replacement shopfronts in the area represent an opportunity for improvement and enhancement of the character and appearance of the area.
- 6.7.2 However, such alterations should not be at the expense of the lively and informal character of Denmark Street, which is an intrinsic and significant part of the area's special character.
- 6.7.3 The installation of a new shop front and associated features such as shutters or grilles will require planning permission and listed building consent where a building is listed. Poorly designed or inappropriate shopfronts detract from the character and appearance of the Denmark Street Conservation Area. The Council expects the quality and design of new shopfronts to respond sensitively to their historic setting; this includes the use of appropriate materials.
- 6.7.4 Further guidance on shopfronts can be found in section 43 of Camden Planning Guidance (2006), which is available on the Council's website.

6.6.1.1.1.2 Fascia, signs and advertisements

- 6.8.1 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 retail areas within the conservation area.
- 6.8.2 Hoardings, because of their size and scale, are not considered acceptable forms of advertising within the conservation area. New development may increase pressure for more intensive advertising. This will be resisted where it is considered to detract from the character and appearance of the area.
- 6.8.3 Proposals for advertising within the conservation area would be expected to conform to guidance set out in section 2 of Camden Planning Document (2006).

6.6.1.1.1.3 Roof alterations and extensions

- 6.9.1 The conservation area retains its distinctive historic rooflines, which it is considered important to preserve. Additional storeys, fundamental changes to the roofline, insensitive alterations, unsympathetic

materials, intrusive dormers or inappropriate windows can harm the historic character of the roofscape and will be resisted.

- 6.9.2 Roof alterations or additions are unlikely to be acceptable where a building forms part of a complete terrace or group of buildings which have a roof line that is largely unimpaired by alterations or extensions, or where its architectural style would be undermined by any addition.
- 6.9.3 Where a roof extension is considered to be acceptable in principle, the retention or reinstatement of any characteristic features such as parapets, cornices, chimney stacks and pots will be encouraged.
- 6.9.4 There a growing demand for on-site renewable energy sources which Camden supports and welcomes. Fixtures such as solar panels and solar water heating can be successfully installed onto roofs without harming the character and appearance of the area, where there is a valley roof or concealed roof slope.
- 6.9.5 Section 40 of the General Permitted Development Order “Installation of Domestic Microgeneration Equipment” sets out when such works may be permitted development in a conservation area.
- 6.9.6 In all cases guidance in the Camden Planning Guidance (2006) should be considered before preparing roof alteration and extension schemes

6.6.1.1.1.4 Rear Extensions

The infilling of yards and rear spaces between buildings will generally be unacceptable.

6.6.1.1.1.5 Telecommunication equipment, cable and satellite dishes

External telecommunications apparatus including cable runs can harm the appearance of a historic building. Guidance on the installation of telecommunication equipment including satellite dishes can be found in the Camden Planning Guidance or by contacting the Duty Planner service. Where redundant equipment exists the council will expect it to be removed.

6.7 Energy and on-site renewable facilities

The council welcomes on-site renewable energy production in both new and existing buildings, and encourages developments and enhancement schemes where these can be incorporated without detrimental effect upon the character and appearance of the building and conservation area.

For further information refer to section 17 of Camden Planning Guidance. English Heritage have published a useful document entitled “Energy conservation in traditional buildings” (2008) which is available in the free publications section of the HELM web site: www.helm.org.uk

7 Technical Advice

- 7.1 In order to achieve high quality development the planning authority will provide professional, technically experienced officers to assess and advise on all applications. The Conservation Officers are supported in their work by English Heritage, who, if required, can provide further specialist technical advice.

8 Listed buildings

- 8.1 The conservation area has 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. To check if a property is Listed and for Listed Building advice contact - www.camden.gov.uk/planning/listed_buildings or www.english-heritage.org.uk

Appendix 1 identifies the listed buildings within the Denmark Street CA.

9 Heritage at Risk Register

- 9.1 The Denmark Street conservation area has been identified in the 2009 English Heritage “Heritage at Risk” register as being at risk due to the sites which are affected by Crossrail, and a perceived level of vacancy, due to the acquisition of buildings for demolition to make way for Crossrail purposes.
- 9.2 The area has clearly been subject to a number of issues in recent years as a result of development proposals in the St Giles area, but the Council does not consider the character or appearance of the conservation area to be under any greater threat than any inner-London conservation area would face as a result of large-scale development. It has been demonstrated that the heart of the area thrives as a centre for popular music, which contributes greatly to its special character, and which is currently protected.
- 9.3 There are two entries on the 2009 English Heritage “Heritage at Risk” register for buildings or areas within the Denmark Street conservation area:

- 26 Denmark Street (Grade II listed building at risk, included due to poor condition of windows and parapet, and being partly vacant), and
- St Giles in the Field Churchyard (this is not listed but is included due to general disrepair of tombs and stone paving. English Heritage advising the Parish on the preparation of a conservation plan as the basis for securing funds for the repair and reinstatement of the historic landscape).

9.4 The Council will seek to secure appropriate repairs to ensure that the entries can be removed from the register, and will liaise with English Heritage in maintaining a register of heritage assets at risk.

9.5 For further information about the Register, please refer to the English Heritage website: www.english-heritage.org.uk

10 Enforcement

10.1 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 Denmark Street Conservation Area.

10.2 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.

11 Materials and Maintenance

11.1 In all cases, existing/original architectural features and detailing which contributes to the character and appearance of the conservation area should be retained and kept in good repair, and only be replaced when there is no alternative. Opportunities to enhance the appearance of the building through the restoration of missing features should be encouraged.

11.2 Original detailing such as timber framed sash windows, steel windows, doors, parapet details, railings and console brackets remain. Original materials should be retained wherever possible and repaired if necessary. Where these features have been lost in the past, replacement with suitable copies will be encouraged.

11.3 Generally, routine and regular maintenance such as unblocking of gutters and rainwater pipes, the repair of damaged pointing, and the painting and repair of wood and metal work will prolong the life of a building or structure, and prevent unnecessary decay and damage.

Where replacement is the only possible option, materials should be chosen which match the original.

- 11.4 The use of the original natural materials will be required, and the use of unsympathetic materials such as concrete roof tiles, artificial slate and UPVC windows will not be considered acceptable. Parts of the conservation area are characterised by the use of concrete and other such man-made materials; these should be maintained appropriately.
- 11.5 Original facing materials such as stonework, brickwork and concrete should not be painted, rendered or clad unless this was the original treatment. Such new work, whilst seldom necessary, can have an unfortunate and undesirable effect on the appearance of the building and conservation area. This may lead to long term damage to original structural materials, and may be extremely difficult (if not impossible) to reverse once completed.
- 11.6 Cleaning of buildings to make them look lighter in colour should not normally be undertaken since it may involve the abrasive removal of the face of the brick or stone and can lead to increased water penetration. Some stone buildings cleaned for cosmetic reasons have then suffered much more serious damage due to corrosion of iron cramps connecting the stones. In addition, the patina of wear and weathering on many buildings in the conservation area is a particular element of the character of the conservation area and cleaning may harm that character. The cleaning of listed buildings is likely to require listed building consent.

12 Demolition

- 12.1 Within the conservation area total or substantial demolition of a building will require conservation area consent.
- 12.2 The Council will seek the retention of those buildings that are considered to make a positive contribution to the character or appearance of the conservation area. Consent will not be granted for demolition unless a redevelopment scheme has been approved which will preserve or enhance the conservation area. A list of such buildings is contained at appendix 2.
- 12.3 The demolition of listed buildings will be resisted and the Council will seek to ensure that they are adequately maintained and in beneficial use.

13 Archaeology

- 13.1 The whole of the Denmark Street Conservation Area lies within an Area of Archaeological Priority. It has been identified by English Heritage Greater London Archaeological Advisory Service as the

suburbs of Roman Londinium, part of Saxon Lundenwic and an area of extensive medieval and post medieval settlement.

- 13.2 Development proposals may have some impact on important remains, and as such, the Council will require an archaeological site evaluation where appropriate, in line with PPG 16. Where excavation works are proposed it is important that the Council's Conservation & Design Team and English Heritage are consulted to ensure adequate protection of such remains.

14 Trees and Landscaping

- 14.1 The Council has a statutory responsibility for the protection of trees in conservation areas. The Council will consider the removal of existing trees only where necessary for safety or maintenance purposes or as part of a replanting/nature conservation programme and would normally expect a replacement tree.
- 14.2 All trees which contribute to the character or appearance of the conservation area should be retained and protected. Developers will be expected to incorporate any new trees sensitively into the design of any development, and demonstrate that no trees will be lost or damaged before, during or after development. BS 5837: 1991 shall be taken as the minimum required standard for protection of trees.
- 14.3 Applications for development should take into account the possible impact on trees and other vegetation, and state clearly whether any damage/removal is likely and what protective measures are to be taken to ensure against damage during and after work. Excavation works can have a detrimental effect on the character and appearance of a building and conservation area.
- 14.4 The Council's Tree Officers can advise on all aspects of trees on private property within the Denmark Street Conservation Area.

15 Streetscape and public realm

- 15.1 There is little historic street furniture and surface treatment remaining within the conservation area. That which remains should be retained.
- 15.2 Alterations and improvements to the public realm surface treatment should seek to use context-sensitive and high quality materials which are appropriate to their use and location, and which respect and enhance the existing buildings and provide them with a suitable setting.
- 15.3 The materials, design and positioning of any new elements of street furniture (e.g. signage, seating, lighting, bicycle stands etc.) should be carefully considered and should be appropriate to the character and

appearance of the conservation area and the setting of any adjacent listed buildings.

- 15.4 In order to reduce visual clutter within the conservation area, the removal of redundant or unnecessary street furniture, signage etc. will be encouraged.

16 **Opportunities for enhancement**

- 16.1 The post-war flat blocks on New Compton Street do not relate well to the character or appearance of the CA by virtue of their large footprint and blocky appearance which does not relate to the historic finer grain, and the use of unsatisfactory materials and detailing.
- 16.2 The west side of Earnshaw Street forms the north-eastern boundary of the conservation area, and is wholly taken up by the rear of Centre Point House and its back of house function (loading etc). The strong concrete grid of the upper level is visually striking and contributes well to the streetscene, but at ground level, the back of house function and unkempt, temporary appearance of some of the structures within this presents rather a hostile face to the street, and would benefit from improvement. The street is likely to become more heavily used by pedestrians when the Central St Giles development is complete and operational, and views southwards to St Giles Church and churchyard would benefit from this.

USEFUL CONTACTS

For general planning advice, including how to make a valid application, the Planning service website should be consulted : www.camden.gov.uk or alternatively :-

The Duty Planner Service
Camden Planning Services
5th Floor, Camden Town Hall Extension
Argyle Street
WC1H 8QE
TEL:020 7974 5613
Fax: 020 7974 1930
Minicom: 020 7974 2000
Times: Mon-Fri 09:00-17:00

Camden UDP www.camden.gov.uk/udp

Camden's historic archive provides valuable material relating to historic buildings, people and places and can be accessed on www.camden.gov.uk/localstudies

Information about Listed Buildings within the London Borough of Camden can be found at www.camden.gov.uk/listed_buildings

Planning Policy Guidance 15 (PPG15) – Planning and the Historic Environment HMSO www.communities.gov.uk

The London Plan / The Blue Ribbon Network Jan 2006 Chapter 4 www.london.gov.uk

Camden Planning Guidance (December 2006)
www.camden.gov.uk/-planning-guidance

English Heritage, North and East London Team – www.english-heritage.org.uk and for www.climatechangeandyourhome.org.uk

The Commission for Architecture and the Built Environment - Promoting design and architecture to raise the standard of the built environment. www.cabe.org.uk

The Georgian Group – www.georgiangroup.org.uk

The Victorian Society – victorian-society.org.uk

20th century Society – www.c20society.org.uk

London Borough of Camden Building Control – www.camden.gov.uk

Bloomsbury Conservation Area Advisory Committee - Bill Reed, Chairman.
c/o 44 Kings Terrace, London
NW1 0JR

FOR FURTHER INFORMATION, contact **THE CONSERVATION & URBAN DESIGN TEAM**, CAMDEN TOWN HALL EXTENSION, ARGYLE STREET, LONDON WC1H 8ND TEL: 020 7974 5613 urban.design@camden.gov.uk

Appendix 1 - Audit of listed buildings

Those buildings currently on the Statutory List of Buildings of Architectural or Historic Interest include:

Address	General description & date	Grade
5 Denmark Street	c1686-89, estate development by Samuel Fortrey and Jacques Wiseman	II
6 and 7 Denmark Street	c1686-89, estate development by Samuel Fortrey and Jacques Wiseman	II
9 and 10 Denmark Street	c1686-89, estate development by Samuel Fortrey and Jacques Wiseman.	II
20 Denmark Street	c1686-89, estate development by Samuel Fortrey and Jacques Wiseman. Includes No16 Denmark Place, an early C19 warehouse	II
26 Denmark Street	early C18,	II
27 Denmark Street	Late C17	II
6 Flitcroft Street	c. 1850	II
12 Flitcroft Street	Dated 1878	II
1-5 (consecutive) Flitcroft Street	Elms Lester Painting Rooms, c1903-4	II
59 St Giles High Street	Early C19	II
Church of St Giles-in-the-Fields	St Giles High Street, 1731-33. By Henry Flitcroft, restored 1896 and c1952	I
St Giles High Street Lynch gate to the West of Church of St Giles-in-the-Fields,	Dated 1800	II
St Giles High Street, St Giles Vestry Rooms and attached wall with lamp south-west of church.	Vestry rooms, 1731-33 by Henry Flitcroft.	II
St Giles High Street - South side, K2 Telephone Kiosk,	1927 by Giles Gilbert Scott.	II
Charing Cross Road, Phoenix Theatre,	1929-30 by Sir Giles Gilbert Scott, Cecil Masey & Bertie Crewe for Sydney Bernstein. Interior by Theodore Komisarjevsky.	II
New Oxford Street, Centre Point	1961-66 by Richard Seifert and Partners (George Marsh designer).	II

Appendix 2 - Buildings and other structures which make a positive contribution

A number of buildings and structures are notable because of their value as local landmarks, or as particularly good examples of their type. Such buildings or structures, whilst not statutorily listed, nevertheless make an important contribution to the character and appearance of the Conservation Area.

A list of such buildings and structures will be maintained by the Council and updated periodically. The buildings already identified by the Council as being of interest are as follows:

Denmark Street	4, 8, 11, 19, 21, 22 23, 24, 25, 28
Flitcroft Street	4, 8, 10
Charing Cross Road	Shaldon Mansions (126 – 136), 114-116, 122 -124
St Giles High Street	York (57) and Clifton (54) Mansions, 61-62, 63, 64
Denmark Place	1 – 6, 22
New Compton Street	42

Appendix 3 - Streetscape audit

There is limited historic surface treatment and street furniture remaining within the conservation area.

Some **granite pavement edging** remains in places on Denmark Street, New Compton Street, St Giles High Street, Flitcroft Street and Stacey Street.

There are some **stone flags** on Stacey Street, outside the Phoenix Theatre stage door, and in St Giles Churchyard.