

TOLMERS SQUARE

3rd YEAR PLANNING PROJECT

MAY/JUNE 1973

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INTRODUCTION

Since 1965, Camden Council has been attempting to redevelop the Tolmers Square area, which largely consists of decaying Georgian terraces, workshops, warehouses, Indian restaurants, and Victorian pubs. Camden Council has wanted to build housing, local shopping and workshops, but has always been deterred by the high cost of the land. In 1970, the Council did try to acquire part of the site using compulsory purchase, but this move was rejected by the Minister of Housing on grounds of the excessive cost of the land, then about £300,000 per acre. However, by September 1972, sales of land were taking place at the rate of £800,000 to £1m. per acre.

This rapid increase in land prices was primarily due to the knowledge that a large property developer, Stock Conversion, was buying up the area with the view to building an office complex. This firm, controlled by Joe Levy, had been buying up sites in the area since 1962, and by 1972 had acquired most of the site fronting Euston Road, as well as significant holdings in the 8½ acres to the rear.

(It is perhaps interesting to point out that it is Stock Conversion that has, so far, received the £64m. capital gain accruing from the Euston Centre, completed in 1967 and occupying the site along Euston Road immediately west of Tolmers Square).

By May 1973, Camden council, being unable to afford to build housing, had entered in to a deal with Stock Conversion. The deal is as follows:

Stock Conversion will attempt to buy the entire $9\frac{1}{2}$ acres of the site, and where it fails to purchase, Camden will compulsorily purchase. When the whole site is assembled, Stock Conversion will sell to Camden $8\frac{1}{2}$ acres for housing at £200,000 an acre. (This represents a subsidy to Camden by Stock Conversion of £3.7m.) In return, Stock Conversion will obtain the freehold of the one acre site fronting Euston Road. Camden will also make sure that Stock Conversion gets planning permission to build on this one acre 250,000sq.ft. of offices and 120,000sq.ft. of commercial space.

Although the plot ratio on the one acre site would be more than 8:1 (i.e. over $8\frac{1}{2}$ acres of floorspace would be built on the one acre) the fact that the Council is willing to consider the acre as part of the $9\frac{1}{2}$ acre comprehensive development area means that the plot ratio will be taken over the entire site, and so will be within the zoned limits. Without Camden's assistance, Stock Conversion would only be entitled to build a fraction of the present planned floorspace.

Therefore, for a subsidy to Camden of £3.7m., Stock Conversion will be able to carry out a development producing a capital profit of between £12m. and £20m. (for more details of costs and benefits see the CIS Report 'The Recurrent Crisis of London' pages 31-32.)

The massive profit for Stock Conversion and yet the mere "crumbs" for Camden and its ratepayers, motivated two journalists - Christopher Booker and Bennie Gray - in May 1973 to put forward an alternative deal to Camden Council. Firstly, Stock Conversion's holdings would be bought out; Camden would be given $8\frac{1}{2}$ acres free for 600 houses; and, top professional advisers would be hired to

finance, design, build and manage the project. The profit from the development would be ploughed back into local social services and housing. Already, the two journalists have managed to get a City merchant bank to back them up with more than £20m. The future of this deal depends on how seriously it is considered by Camden Council, and its viability in practice.

Although the final proposals for the area are not likely to be made public for some time, it seems unlikely that much of the existing fabric of the area will be retained. If it is too early to pass judgement on the Booker/Gray proposal, it is certainly possible to state that the Stock Conversion-Camden deal implies rebuilding virtually the whole area without incorporating the existing diversity of activities and building types. This would seem to indicate that the decision-makers fail to understand the nature of the area as it is at present, and are unwilling to recognise its value in today's urban complex. The redevelopment of Tolmers Square would thus replace an exciting variety with a drab uniformity, a characteristic that many parts of our cities now exhibit. We only have to look across the road from Tolmers Square for such an example.

In considering the future role of the Tolmers Square area, the decision-makers have concentrated on the external factors influencing the area - its position in relation to Central London; its potential for adding to Camden's housing capacity; its advantages for a large office complex in a market situation. This means that they are operating at a high level, a situation remote from those who will be most affected - the residents and workers in the area.

The objective of this project, as well as being an educational exercise, is to piece together the existing character and functioning of the area so as to reach a more sympathetic understanding, which we feel is lacking on the part of the decision-makers. Our prime aim, then, is to discover the internal factors which determine the existing characteristics of the area, to find out what aspects of the area are attractive and ought to be retained in any proposals for the area's future, and also to see what improvements are necessary to enhance the area's attractiveness, which is essentially its diversity.

THE SURVEY

We agreed that the most effective way of achieving our objective, as stated in the Introduction, was to carry out a detailed survey of the area. It was the intention that the resulting statistical data and the views obtained from the people in the area would support our notion of the area being a thriving commercial and residential area, an area worthy of more attention in any proposals for redevelopment.

The geographical area surveyed can be seen on the accompanying plan. It includes the designated comprehensive development area, plus the block bordered by Euston Buildings, Euston Street and North Gower Street. The latter was included because of its close interrelationship between it and the redevelopment area.

The survey essentially consisted of four sub-surveys which were briefly as follows:

- (1) A land-use survey was undertaken, the results being compiled in the form of a land-use map. In addition, the areas adjacent to the Tolmers Square area were inspected to see what influences, if any, they might have on the latter area. Communication routes were also noted.
- (2) A door-to-door survey of residential and commercial premises was carried out, the information received being related to a questionnaire drawn up by ourselves.
- (3) A 24-hour survey of traffic and pedestrian movement entering and leaving the area was made.
- (4) A photographic study of the area took place so as to record building types, building conditions, activities, and people in the area.

The material covered by the survey can be listed as:

(1) from the land-use survey:

- use of premises
- location of premises
- derelict property
- vacant land
- communication routes
 - (a) bus routes and bus stops
 - (b) underground routes and stations
 - (c) traffic management schemes eg. one-way streets,

(2) from the door-to-door survey:

- tenure
 - (a) number of households who owner-occupy, lease, or rent their homes.
 - (b) length of leases; how long they still have to run.
 - (c) amount, range and distribution of rents.
- residential population
 - (a) total residential population
 - (b) number of households
 - (c) household composition
 - (d) nationality and socio-economic status
 - (e) employment of residents
 - (f) reasons for living in the area
 - (g) length of residence
 - (h) number of people who would like to leave the area
 - (i) possibility of having friends and relatives in area
 - (j) improvements they would like to see to their homes and the area in general.
- residential property
 - (a) facilities and number of rooms shared or otherwise
 - (b) condition of property. eg. damp, rot.
- working population
 - (a) total working population
 - (b) types of employment
 - (c) place of work
 - (d) mode of travel to work
- school-age population
 - (a) location and distance of schools
 - (b) mode of travel to school
 - (c) where children play outside school
- shopping
 - (a) where people shop
 - (b) adequacy of shopping facilities
- social facilities; adequacy of them in the area

-businesses

- (a) amount of floorspace
- (b) number and type of businesses
- (c) number of employees
- (d) number of customers and proportion of customers living in the area.
- (e) reasons for present location of premises
- (f) degree of satisfaction with existing premises
- (g) improvements that would like to be seen to businesses

-plans for the area

- (a) what people know about them
- (b) the attitudes of people to redevelopment; how they think it would affect them

(3) 24-hour survey:

- number of people entering and leaving the area
- number of vehicles entering and leaving the area
- frequency of movement into and out of the area

(4) from the photographic survey:

- conditions of buildings inside and outside
- activities within area
- people of the area
- overall character of the area

The above information was collected in several ways. The land-use survey involved walking round the area making a note of relevant information and data, such as the use of each building. The door-to-door survey involved drawing up a questionnaire (see appendices). The questionnaires were filled in by interviewing a representative for each household or business in the area. It was hoped that we would end up with a completely-filled questionnaire for each household and business, but in fact we obtained information from 72 out of the 103 businesses and 77 of the households (110 out of 255 residential floors were surveyed). This incompleteness was due to refusals of some respondents to answer the questionnaires, and also to people being out at the time of calling. Some respondents refused, or were unable, to answer some questions, or else the interviewers failed to ask all the questions. In some cases we were

able to collect information about non-respondent households. No attempts were made to return to premises to complete partly-answered questionnaires, largely because of lack of time. This door-to-door survey took place on June 4, 5, and 9th 1973.

The 24-hour survey involved placing ourselves at five points on the boundary of the survey area, normally at road junctions (see plan) in order to count, classify and comment on pedestrians, people-in-vehicles, and vehicles passing in and out of the area of study. To assist with the collection of data, we borrowed counters and devised our own time-sheets (see appendices). Lack of manpower resources meant that we were unable to cover all exits over a full 24-hour period. Also, a failure to coordinate beforehand the data to be collected resulted in certain assumptions being made after the survey. The survey started at 7am on Wednesday 6 June 1973 and ended at 1am on Thursday 7 June 1973.

The photographic study took place on 8th June 1973, and resulted in 72 colour slides.

The purposes of the survey have to a large extent been fulfilled, although further information and study would have enabled us to make a more comprehensive assessment of the area's diversity and value. We would have liked to have improved upon our information's accuracy. The errors that we have made in gathering the data have resulted from our inexperience in survey work and in social investigation, as well as the inability to collect sufficient data for all our purposes. Any errors that have been made in our statistical analysis relate to our lack of comprehensive data and analytical ability. For instance, in working out the total number of people entering and leaving the area, lack of certain data led us to assume that there were on average $1\frac{1}{2}$ persons per car.

Similarly, many of our final figures, such as the amounts of people living and working in the area, were arrived at by extrapolating what figures we had obtained in our samples.

REFERENCES

1. CIS Anti-Report on the Property Developers The Recurrent Crisis of London.1973
2. Time Out No.155 (9-15 Feb.1973) pages 6-7.
3. C.A.Moser Survey Methods in Social Investigation Heinemann,1958

PHYSICALLY

The area contains a great diversity of uses; residences, shops (33), eating places (11), hotels/hostels (7), warehouses and light industry (22), offices (26), a school, club, community hall, university department and an electricity substation.

Within the area there are a variety of buildings, in age, size and design. They range from Georgian and Victorian terraces, warehouses and workshops to small modern office blocks. Three to four storey terraces are predominant, and are mainly residential with some shops occupying the ground floor, leaving the upper floors for residential use and storage.

Warehouses and workshops occupy the centre of these terraced blocks and therefore most of the houses in the area are without gardens (except 185-191 N. Gower St.) and only have small dark yards. The people who suffer most are those in the blocks on either side of Drummond St. and the Hampstead Rd (Nos. 62-88) which back onto warehouses and workshops. The residents of the Hampstead Rd. suffer from fumes and the risk of fire from the cellulose used by the mannequin workshop.

Offices and other businesses have moved in and converted some of the terraced housing to commercial use (N. Gower St), and have upgraded the property in the process. Some offices have replaced the houses with modern blocks such as, the British Non ferrous Metals, Cecil Residential Club and Simmonds. Simmonds modern building fits in between terraced houses and interrupts the terrace. Thus there has been a great deal of piecemeal development. With commercial uses filling up the gaps left by the housing.

However, 11% of the land is now vacant, the buildings' having been demolished (along Drummond St, Sarcross St, corner of Hampstead Rd & Tolmer Sq, and at the corner of the Hampstead Rd & Euston Rd) 35% of the residential property is currently unoccupied, and in addition there are 25 shops and 2 larger commercial buildings vacant. Many of the empty buildings result from leases ending and not being renewed; people moving out because they are dissatisfied with the accommodation and no-one wanting to occupy them; and the owners allowing them to decay rather than spending money on improving them, if the area

is to be redeveloped.

The condition of the buildings, both interior and exterior, varies according to its use. The residential properties, the shops and workshops are generally in a poor state of repair, whilst the offices, hotels and hostels are generally good. Thus within the terraces, different houses are of varying conditions. Many of the facades of the residential properties are in need of repair because of crumbling stonework, broken windows and peeling paint.

Most of the existing building fabric requires modernising, the improvement of facilities such as kitchens, bathrooms and toilets, and renovation of the exterior. In the process many of the problems of damp, rot, rats and insects, which people complained of, will be solved. However, no-one is prepared to spend money on improvements whilst redevelopment is imminent, and thus planning blight results, and a spiral of decay is initiated in the area.

EMPTY BUILDINGS

A RESIDENTIAL

No. of occupied residential floors = 388

No. of unoccupied residential floors = 137

∴ 35% of residential property is currently unoccupied.

B COMMERCIAL

In addition there are 25 shops vacant and 2 larger Commercial buildings.

EMPTY LAND

11% of the building land is vacant. The buildings have already been demolished. These sites are mainly being used for car parking.

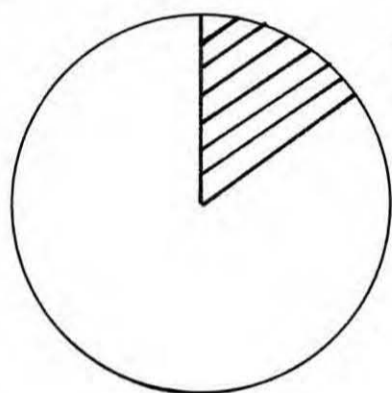
CONDITION OF BUILDINGS
(COMMERCIAL)

75% of businesses interviewed did not mention any problems.

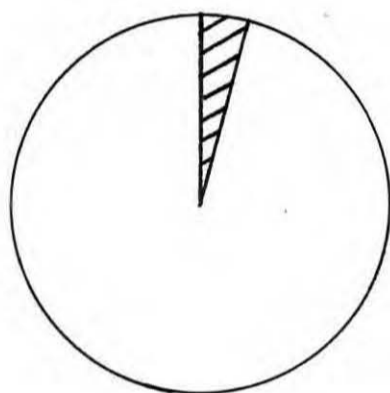
DAMP

ROT

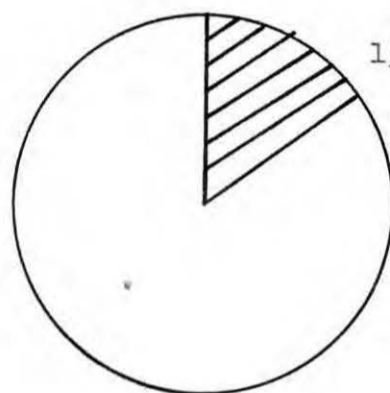
RATS & INSECTS



10%



4%



15%

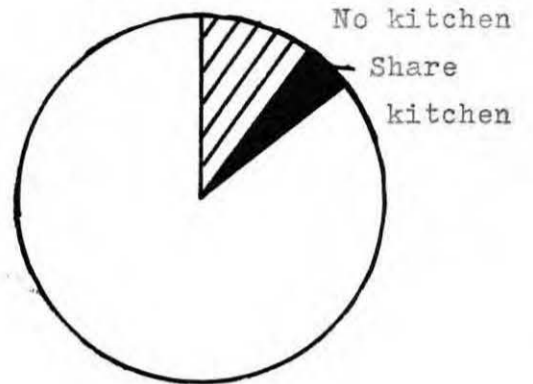
Other problems mentioned were :

- peeping toms
- age of building
- ghosts
- flooding - leaking pipes
- smells from drains
- leaking roof

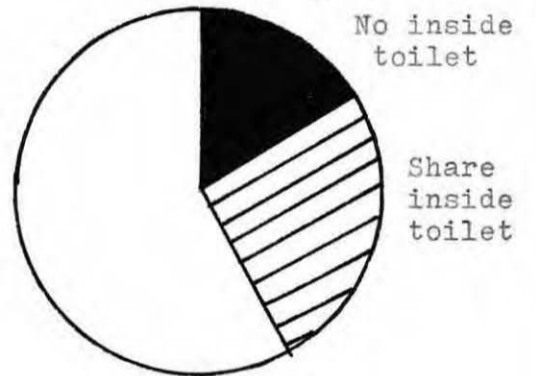
RESIDENTIAL FACILITIES

Responses were obtained from 51 households

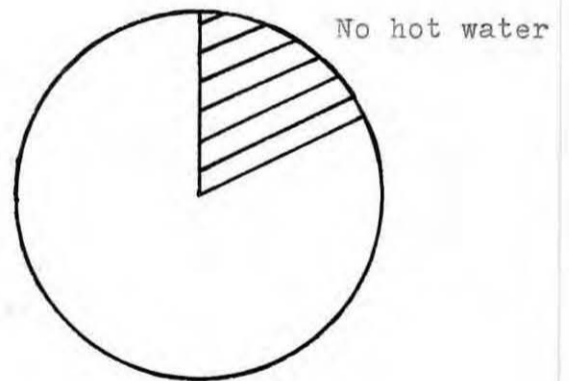
- 5 had no kitchen
- 2 were sharing a kitchen



- 8 had no inside toilet
- 13 shared inside toilet



- 9 had no hot water



Only 22 (43%) had a kitchen, a bathroom, an inside toilet and hot water.

CONDITION OF BUILDINGS (RESIDENTIAL)

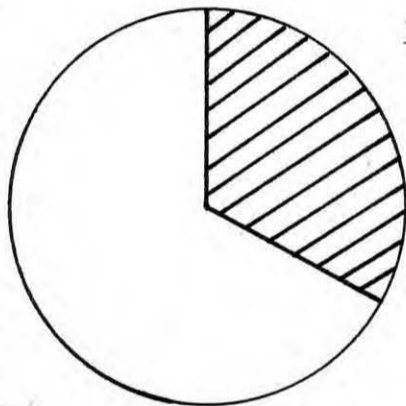
RESIDENTIAL

34% of the people interviewed did not mention any problems.

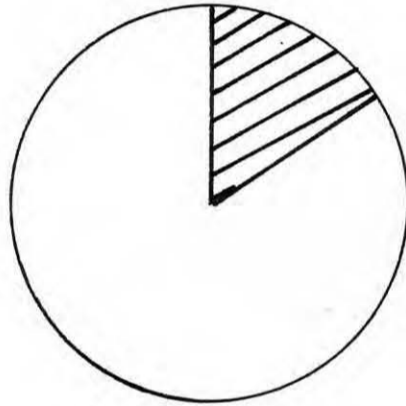
DAMP

ROT

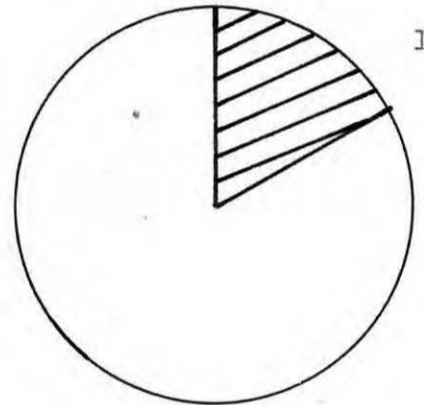
RATS & INSECTS



33%



16%



17%

Other problems mentioned were :

- leaking roof
- drains
- fences
- noise
- beetle larvae
- leaking windows
- walls moving
- smells

SOCIALLY

The area is used both for residential and work purposes. This means that it is occupied both day and night, and there are always people in the streets throughout the day and until late at night. There is a mutual dependency between this fact and the existence of many small shops, pubs, restaurants and cafes which stay open long hours. There is an influx of population at midday when people from the surrounding areas come in for lunch. It may be significant that many of the surrounding areas have been recently developed and lack these facilities. Small service businesses such as tobacconists, cheap cafes etc. cannot afford the rents in the new development areas. The mixed land use is essential for the survival of many small service businesses. For example, a small restaurant/sandwich bar on North Gower Street is supported largely by trade generated by Avis workers, mostly in the form of take away coffees and teas. Because of the low prices Avis have not found it worthwhile to install their own canteen. In the evening the restaurant provides a valuable service to residents.

The area has been cut off from the surrounding areas by major roads carrying heavy traffic. This has had adverse effects on the diversity, creating a barrier which people find hard to cross. A small barber's business, for instance, is claimed to have been ruined by the construction of the underpass on Euston Road, as noone now comes from south of Euston Road. The barber had to sack his three employees. This general decline is symbolized by many empty shop premises especially along Hampstead Road. It is significant that the Tolmers Square exit onto Hampstead Road is used very much less than the other exits to the area, as it no longer leads anywhere.

There is no strong sense of community in the area, but there are a number of separate communities. The Indian community is particularly well established, there being Islamic shops, restaurants and a religious centre. There is also the remnants of an English working class community, a surprisingly large number of people having lived in the

area for over twenty years. The community started breaking down once the area was declared a redevelopment area. Several houses were obtained by Compulsory Purchase Orders a number of years ago, their occupants being displaced and the houses left empty ever since. One of them is now occupied by squatters. Some residents who have lived in the area for a long time and have witnessed the decline desperately want to move. On the other hand, one man has lived in Tolmers Square for fifty four years and it would probably kill him if he had to move. The large number of single people living in flats and hostels is an indication of the cheapness of the accommodation and the area's propinquity to central London for jobs and facilities.

The population of the area is composed of a wide range of nationalities, the predominant three being English, Indian and Italian. There is also a wide range of social classes represented. This is indicated both by the range of rents paid, and the variety of types of occupation amongst the residents.

There is an acute shortage of space for young children to play safely and many of them are kept indoors or play on the streets. During the last few weeks the Tolmers Square Cinema site has provided an excellent play area but it is now being enclosed by a barbed wire fence to provide a car park. Play areas are unprofitable land use.

Residents expressed considerable dissatisfaction with the area. It was felt that shopping facilities were inadequate since the local street market was obliterated by the Euston Tower complex. Many considered the social facilities inadequate. Half those questioned wanted to move, although when faced with the alternatives they might not have been so keen. The main reason giving for wanting to move was the poor condition of the property. Most people wanted to stay in the same general area and would not be able to afford much higher rents. The central location coupled with low rents was considered to be the main advantage of the area. It was interesting that half those interviewed worked within walking distance of home.

RESIDENTIAL POPULATION

FIGURES
REVISED AFTER
MORE COMPLETE
SURVEY

275 persons were found to occupy the 110 floors surveyed.

141 floors remain unsurveyed.

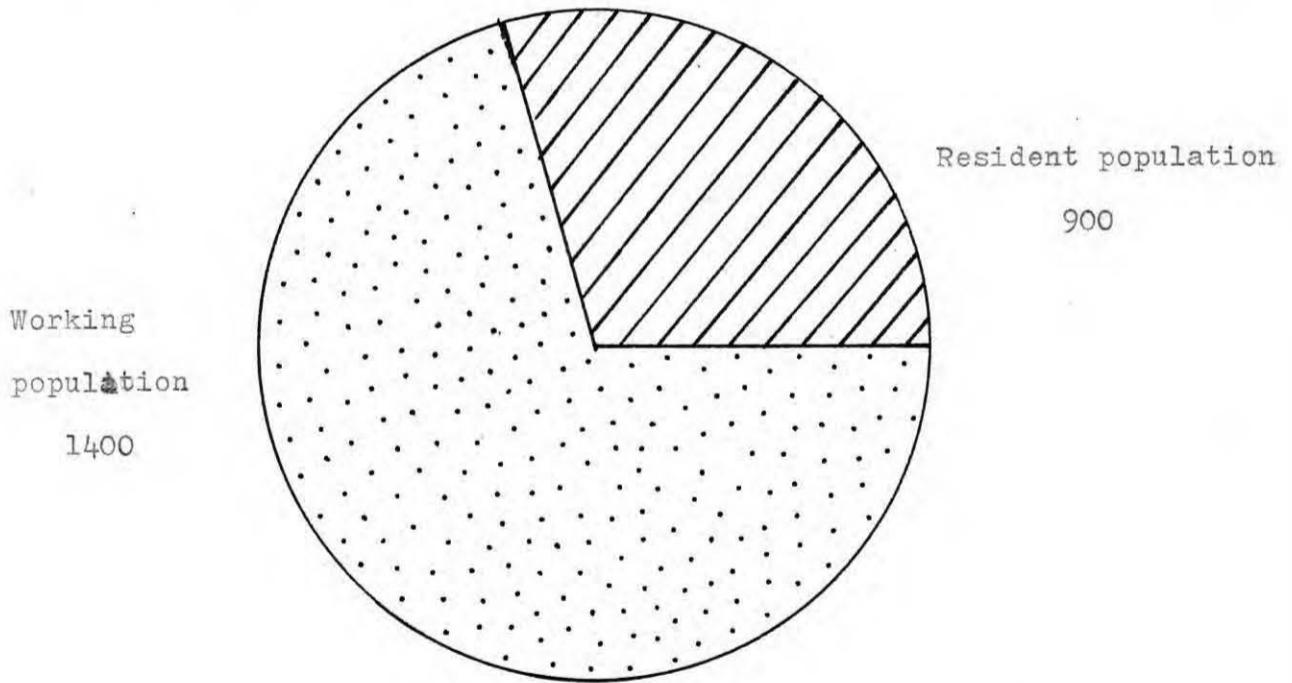
Assuming a constant occupancy per. floor it can be estimated
that the residential population = ~~637~~ 413

In addition ~~263~~
210 persons are living in hostels or guest houses

∴ TOTAL RESIDENTIAL POPULATION = ~~900~~ 623

CHILDREN 39 children were identified by the survey.

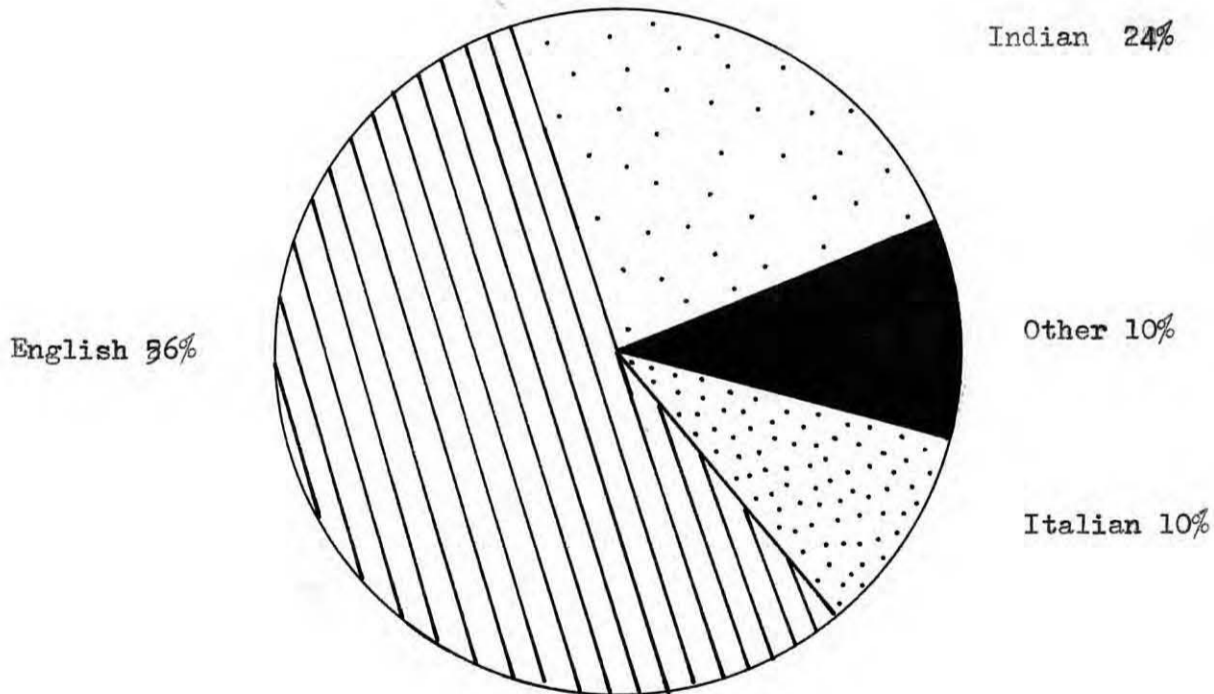
Using the same assumption as above there are approximately
~~86~~ children in the area.



NATIONALITY OF RESIDENTS

The nationality of 228 residents was determined.
There were as follows:

126 English	2 Spanish
54 Indian	2 Polish
23 Italian	1 Rhodesian
5 Greek	1 West Indian
4 Irish	1 German Jew
4 Cypriot	1 Russian
3 Swiss	1 Hungarian



CHILDREN

39 children were identified in the survey.

7 of these are under school age.

Of the 32 children of school age and under sixteen, the largest proportion (33%) attend Netley Primary School, to which they walk.

Other schools attended	Mode of transport
Islington	school bus
Marylebone Secondary	bus
Muster Walk	walk
Regents Park	walk
Royal College Street	bus
St John's Wood	tube
St Vincents	bus
Starcross Secondary	bus
Tufnell Park	bus

$\frac{2}{3}$ of the children play inside or near home
 $\frac{1}{4}$ " " " " in the streets
 $\frac{1}{10}$ " " " " in the school playground

HOUSEHOLD SIZE

There were 77 replies to the question on household size.

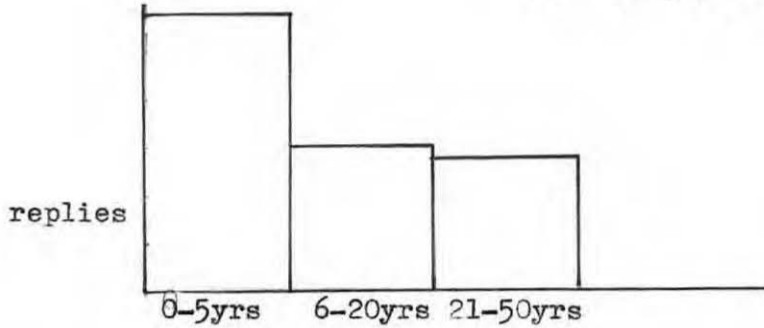
No. of persons in household	1	2	3	4	5	6
	35%	27%	10%	12%	9%	7%

Average size of household 2.5 persons/household

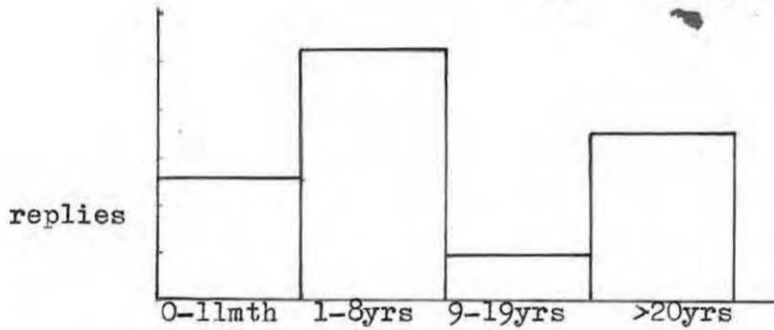
These figures exclude those living in hostels and hotels.

LENGTH OF ESTABLISHMENT OR RESIDENCE IN THE AREA.

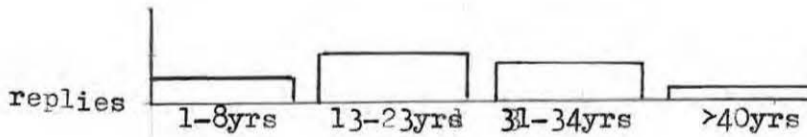
Business (46 replies)	23	0-5 yrs
	12	6-20yrs
	11	21-50yrs



Residential (53 replies)	10	0-11 months
	21	1-8 yrs
	4	9-19 yrs
	14	>20 yrs (maximum 54yrs)



Residential/business (10 replies)	1	1yr
	1	8yrs
	4	13-23 yrs
	3	31-34 yrs
	1	>40 yrs



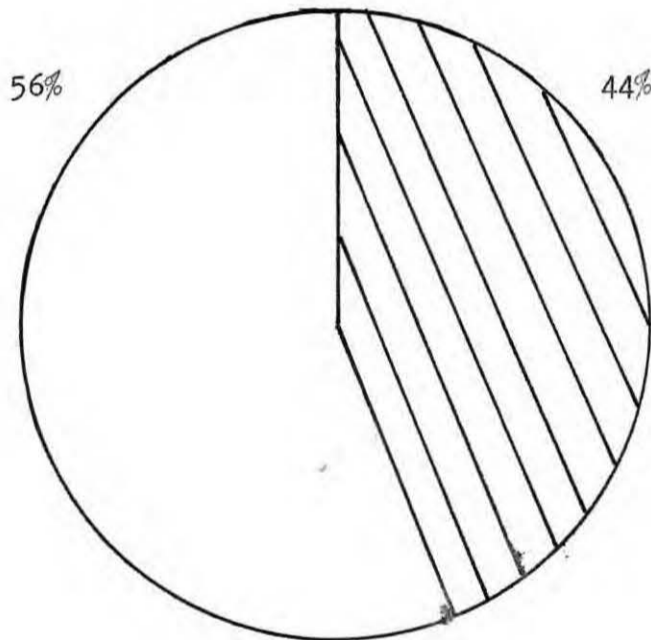
FRIENDS AND RELATIVES IN THE AREA

In the 54 replies to the question 'Do many of your friends and relatives live in the area?', there were

24 yes (44%)
30 no (56%)

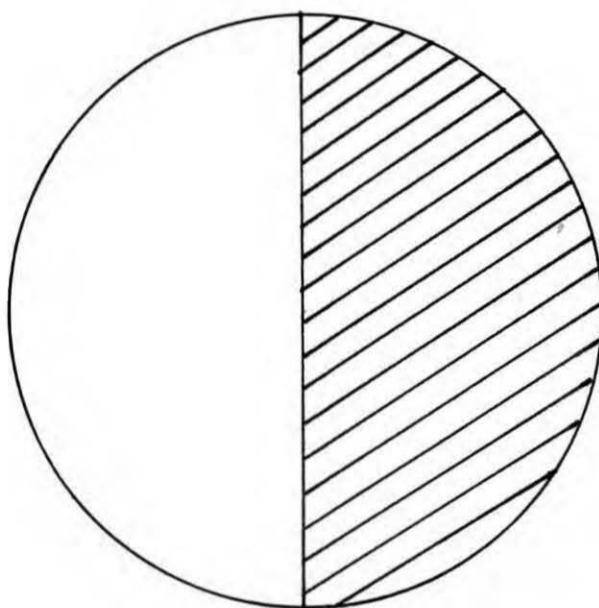
A third of those who replied 'yes' specified friends rather than relatives.

Of those who replied 'no', two people specifically mentioned that their friends used to live in the area but have now moved out.



EMPLOYMENT OF RESIDENTS

Of the 99 replies to the question, as to the nature and location of employment, 49 worked within walking distance of their homes.

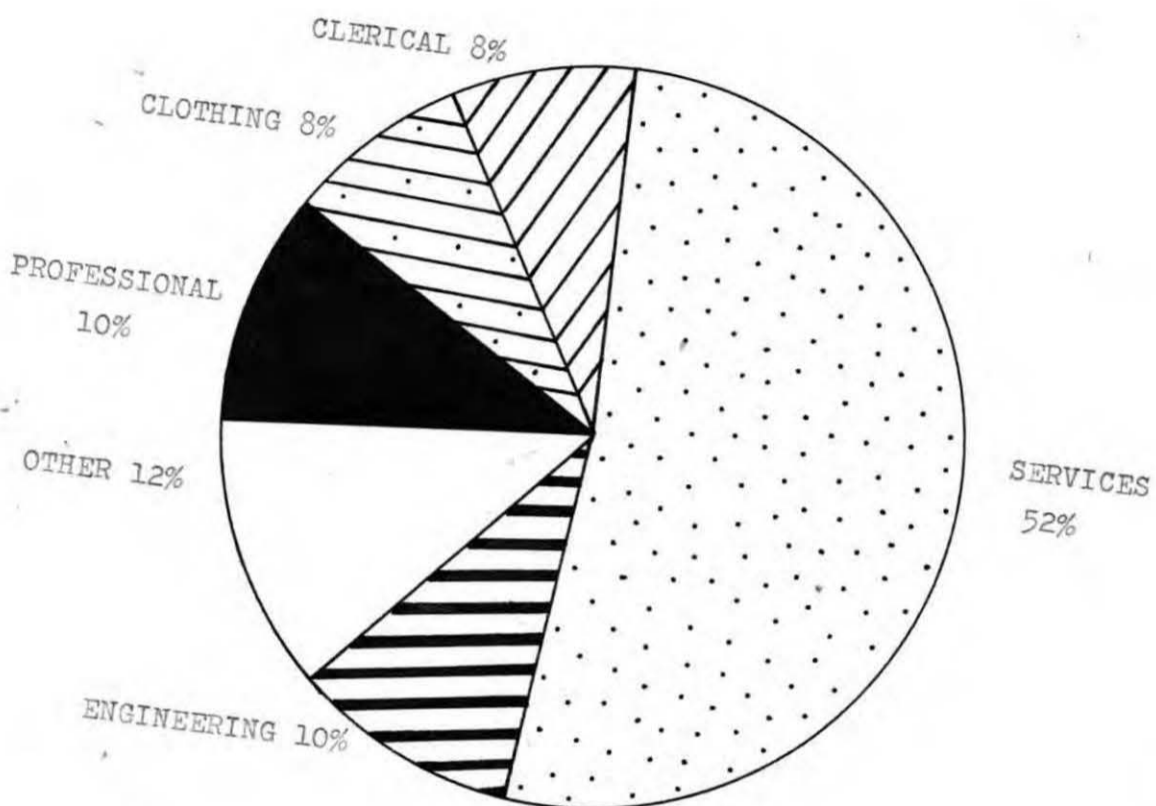


50% of the residents walk to work.

Employment is as follows :

2 computer programmers	1 sculpter	2 mechanics
4 school teachers	2 shop assistants	2 hospital workers
1 betting office assistant	1 hotel manager	2 engineers
3 butchers	1 barber	2 drivers
6 tailors	1 hustler	1 printer
5 manual workers	1 librarian	1 parks department
1 bank clerk	1 catering advisor	3 civil servants
1 joiner	1 chef	2 university workers
1 hatter	1 cleaner	1 grocer
15 restaurant workers	2 executives	13 hostel staff
1 chauffer	2 cinema attendants	2 geological info. service
2 drivers		4 publicans
6 students		

This can be demonstrated as follows:



The survey identified a resident population of	275
" " " " " working population of	117
" " " those living & working in area	25

Estimated total resident population	637
" " working "	271
" " living and working in the area	<u>58</u>
∴ " " travelling out of area to work	<u>213</u>
+ 263 in hostels who work outside the area	<u>263</u>
∴ TOTAL LEAVING AREA FOR WORK DAILY	476
 TOTAL ENTERING AREA FOR WORK DAILY	 1350

SHOPPING FACILITIES

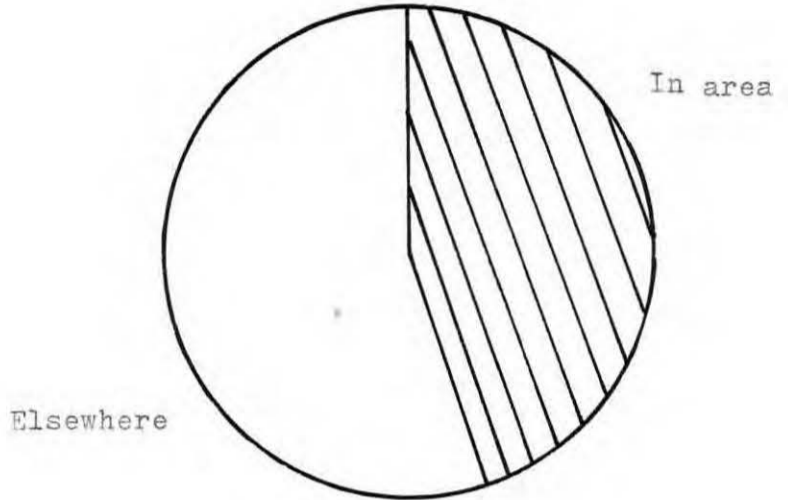
44 residents answered the question on shopping.

20 said they did most of their shopping in the area

24 did most elsewhere.

Other places were:

Camden	(17)
Oxford St.	(2)
Goodge St.	(2)
Kentish Town	(1)
Kings Cross	(1)
Somers Town	(1)

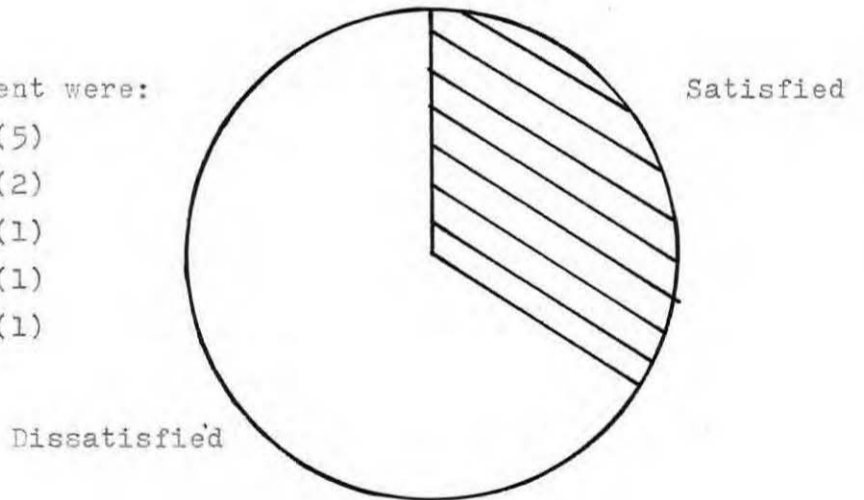


Only 15 were satisfied with the local shops

29 were dissatisfied

Suggestions for improvement were:

supermarket	(5)
laundrette	(2)
bigger shops	(1)
wet fish shop	(1)
durable shop (clothes)	(1)

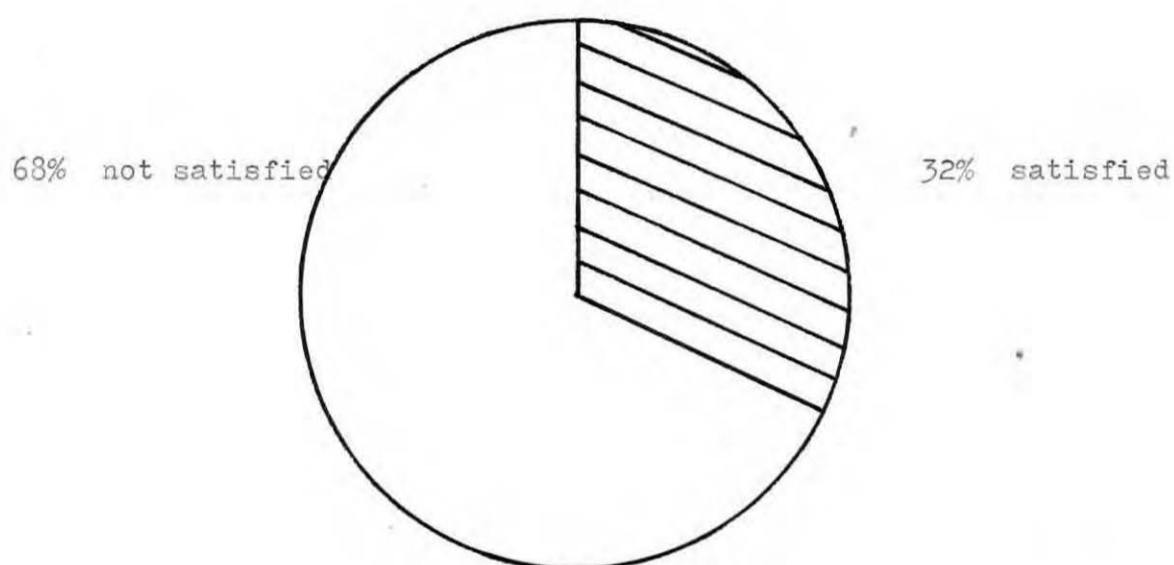


SOCIAL FACILITIES

38 residents responded to a question about social facilities.

12 were satisfied with existing facilities.

26 were not satisfied.



Suggestions for improvement were:

leisure facilities	(3)
children's play facilities	(4)
shops	(3)
pubs	(2)
parking	(1)
cinema	(1)
habitable houses	(1)
bingo hall	(1)
club	(1)
swimming pool	(1)

REASONS FOR LIVING IN THE AREA

61 residents answered this question. Some of them mentioned more than one reason. Each reason is included in the totals.

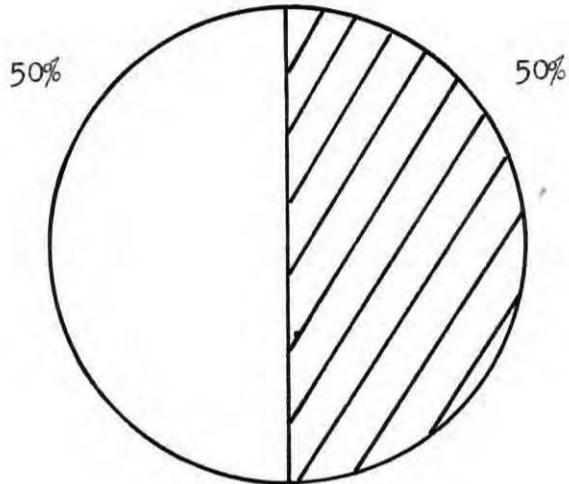
Convenient/ central location	(14)
Near work	(12)
Cheap/ can afford it	(7)
Best available at the time	(5)
No choice	(4)
Always lived in the area	(4)
Moved in when the area was nice, with friends around	(3)
No reason	(6)
Don't know	(6)

PREFERENCES TO MOVE OR STAY IN THE AREA (RESIDENTS)

In the 48 answers to the question 'Would you like to move?' there were

24 yes

24 no



Some people mentioned limitations such as:-

- Yes - if nearby
- if nearer to work
- if cheaper
- if better accommodation for the same rent

WHAT PEOPLE LIKE ABOUT THE AREA (RESIDENTS)

35 people answered the question 'What do you like about the area?'
There were a variety of responses.

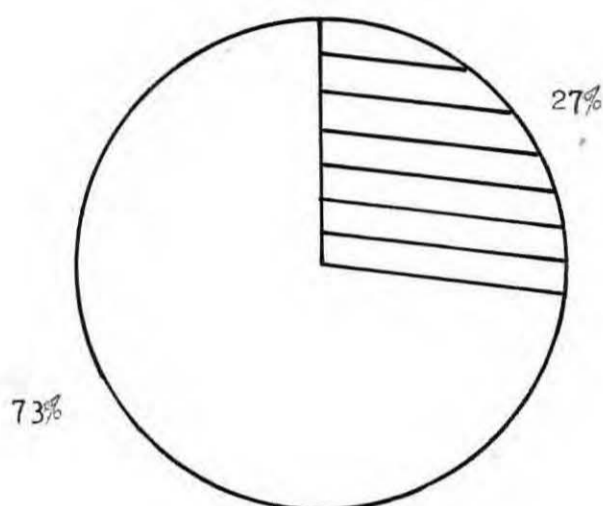
Central location	(10)
Nothing	(9)
Not much/ nothing specific	(6)
Convenience	(3)
Community (vague)	(2)
Quiet	(1)
Friends nearby	(1)
It is going to be demolished	(1)
Always lived in the area	(1)
Freedom	(1)

AWARENESS OF PLANS FOR THE AREA (RESIDENTS)

There were 45 responses to the question 'Have you heard of any plans for the area?'.
.

33 (73%) of respondents had heard of plans

11 (27%) of respondents had not heard.

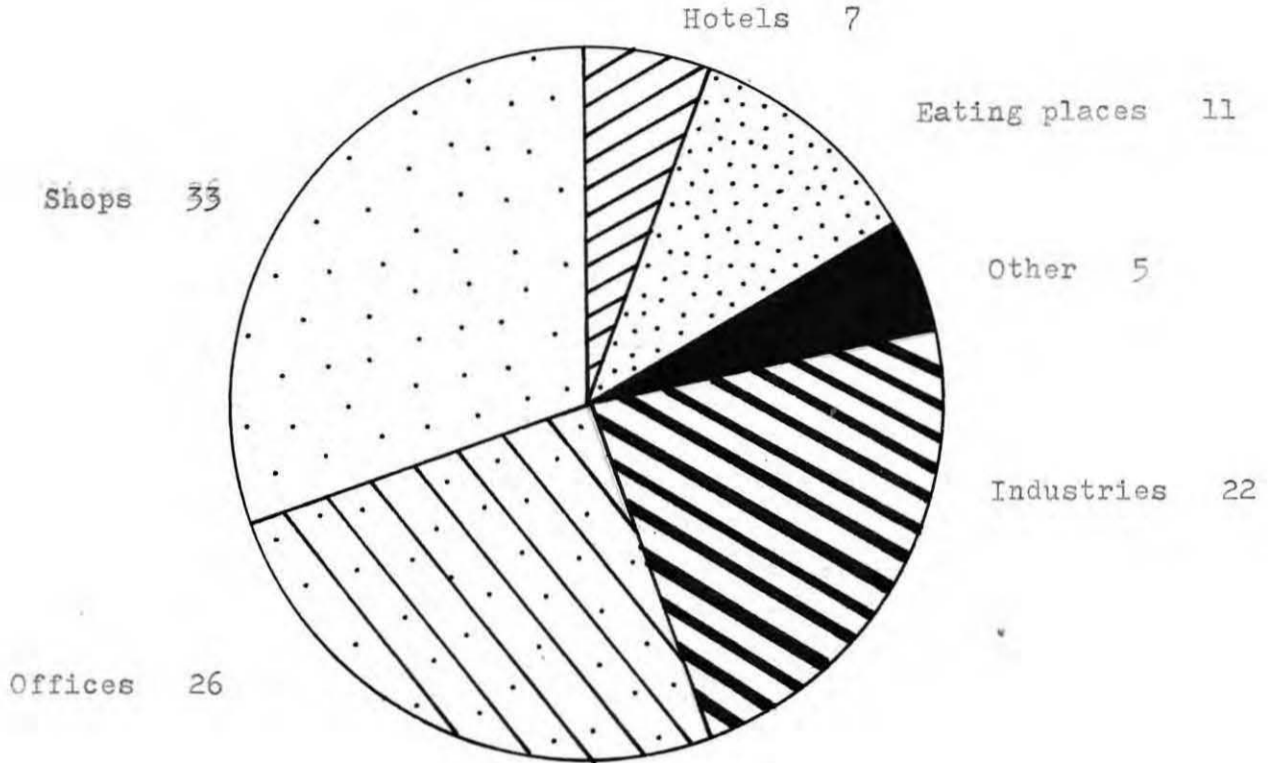


Amongst those who had heard, knowledge of the plans varied.

- 10 knew vaguely that there are plans for the area.
- 8 knew that there are schemes for redevelopment.
- 5 specified that J. Levy was doing a deal with Camden Council.
- 2 had seen the recent non-profit proposals in newspapers.
- 2 had seen the Thames television item about the area.
- 1 person believed that the redevelopment would include offices and council flats and would begin in 1974.

BUSINESS USE

There are 103 businesses on the site



These are as follows :

- | | | | | |
|-------|---|--------------------|---|---------------------------|
| SHOPS | 1 | grocer | 1 | indian gift shop |
| | 2 | tobacconists | 1 | secondhand shop |
| | 5 | indian grocers | 1 | secondhand furniture shop |
| | 1 | indian sweet shop | 1 | optician |
| | 2 | greengrocers | 2 | surgeries |
| | 3 | betting shops | 1 | dentist |
| | 1 | indian butcher | 1 | 24 hour car service |
| | 1 | fashion boutique | 2 | travel bureaus |
| | 2 | army & navy stores | 1 | sandwich bar |
| | 1 | gallery | 3 | barbers |

EATING PLACES

- 3 indian restaurants
- 3 cafes
- 1 english restaurant
- 4 pubs

HOTELS/ HOSTELS

- 1 girls hostel - Cecil Residential Club
- 2 hostels for men - mostly railway employees
- 3 guest houses

WORKSHOPS & LIGHT INDUSTRY

- 2 garages
- 2 dressmakers
- 1 wholesale jeweller
- 1 wholesale newsagent
- 1 mannequin distributor
- 1 rent-a-van service
- 1 book-binder
- 1 artist studio
- 1 secondhand furniture warehouse
- 1 winding wires manufacturer
- 1 printers
- 2 photographic processors
- 1 tailor
- 1 coachworker
- 2 mechanical engineers
- 1 joiners & cabinet makers
- 1 electrical engineering
- 1 new furniture warehouse

OTHER

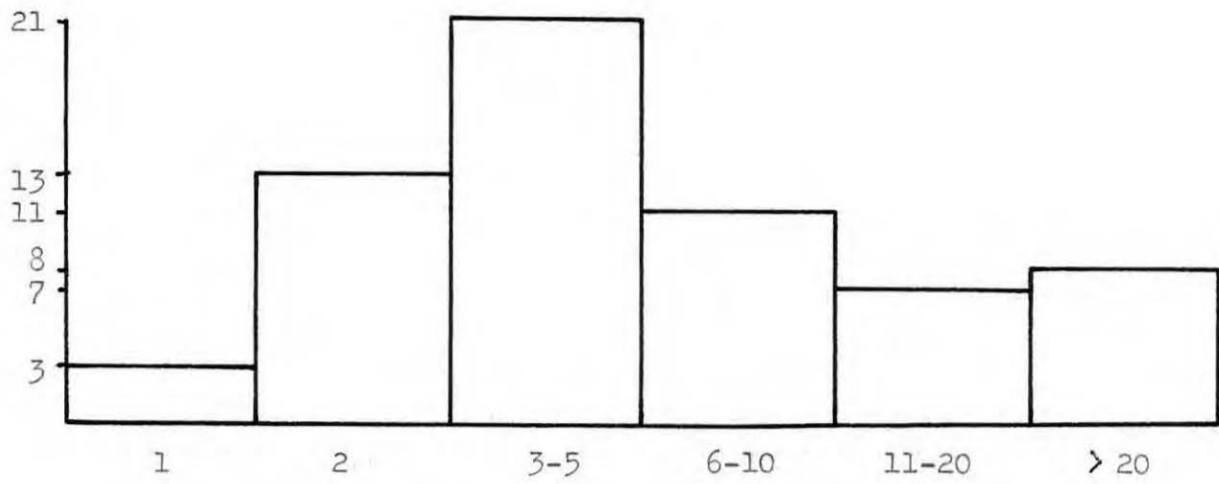
- 1 electricity substation
- 1 community hall
- 1 club
- 1 school
- 1 university department

OFFICES include :

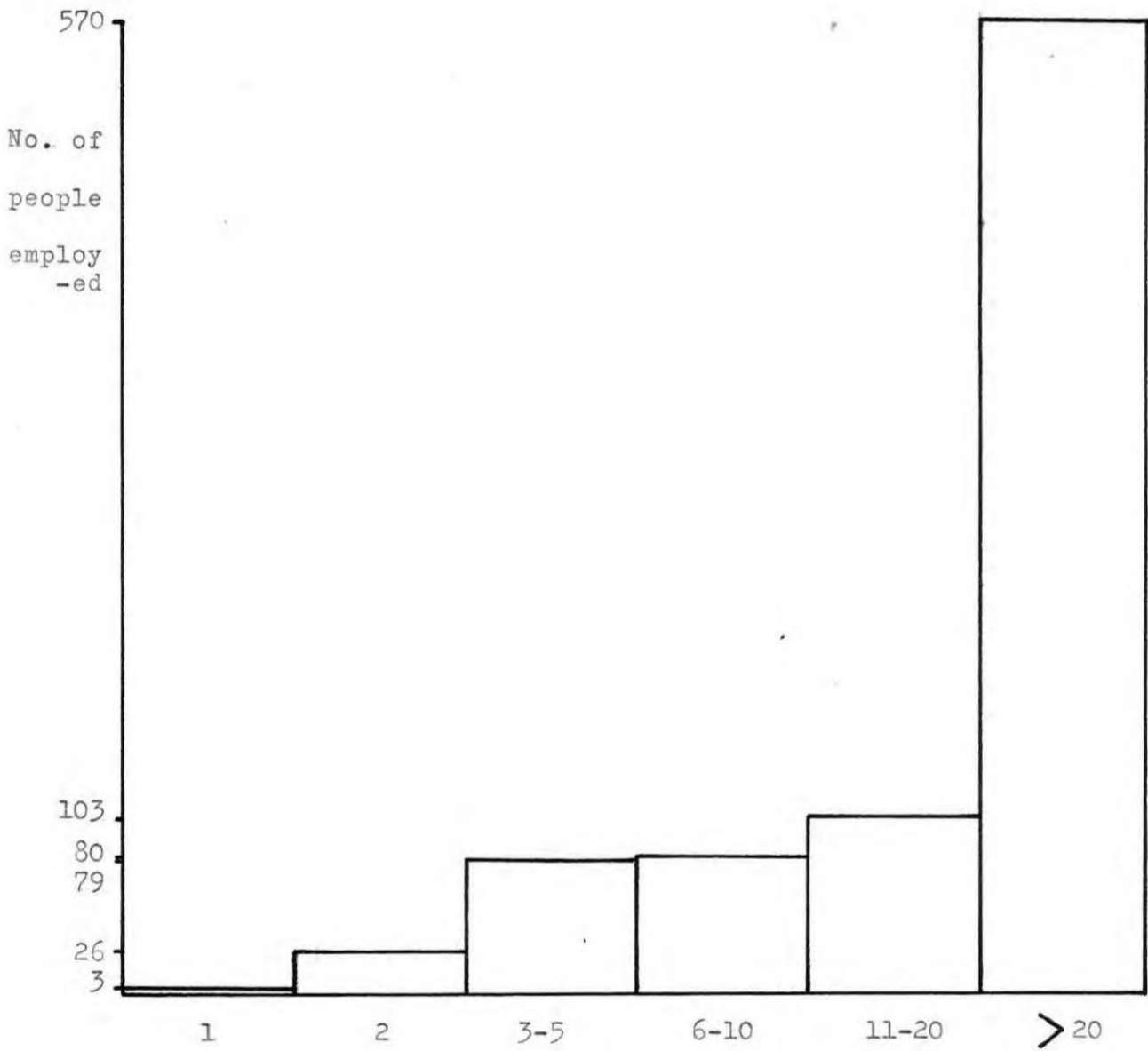
- T.G.W.U.
- Chartered accountant
- Charity organization
- Geological information service
- Artist Services
- African crafts
- Mental Research Organisation
- Architects
- London Transport
- British Non-Ferrous Metals Association

SIZE OF BUSINESSES

No. of
businesses



Size of businesses by number of employees



Size of businesses by number of employees

CUSTOMERS

In response to the question,

"Do most of your customers live in this area?"

8	replied	YES
52	NO
3	Half live in the area

The question did not apply to the 4 hotels/hostels.

Many of the businesses receive a great deal of custom from employees of other businesses located in the area, especially pubs, eating places and shops.

28 of the businesses responded to the question,

"How many customers/clients a day ?"

10	had from	1-19 customers a day
2	20-49
4	50-99
5	100-300(maximum stated)
3	Dealt with clients mainly by phone	
4	Said that their custom varied during the week	

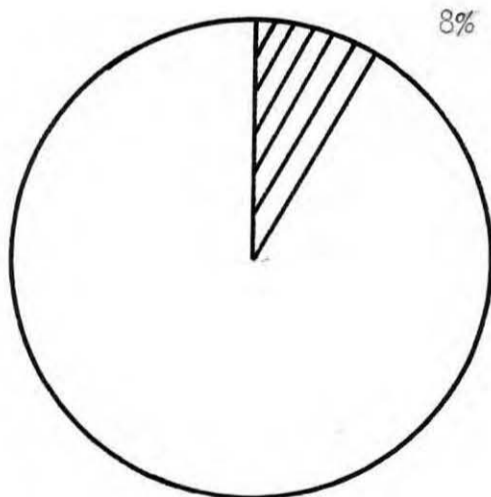
EMPLOYMENT IN BUSINESSES IN THE AREA

Number of businesses in the area	103
Number of businesses interviewed	72
Number of businesses who replied* to the question, "How many people do you employ."	63

Total number of people employed in the 63 firms
answering the question 861

Estimate of total number of people employed in the area 1400

Percentage of people living within walking distance
employed by these firms : 8%



SATISFACTION WITH PREMISES (COMMERCIAL)

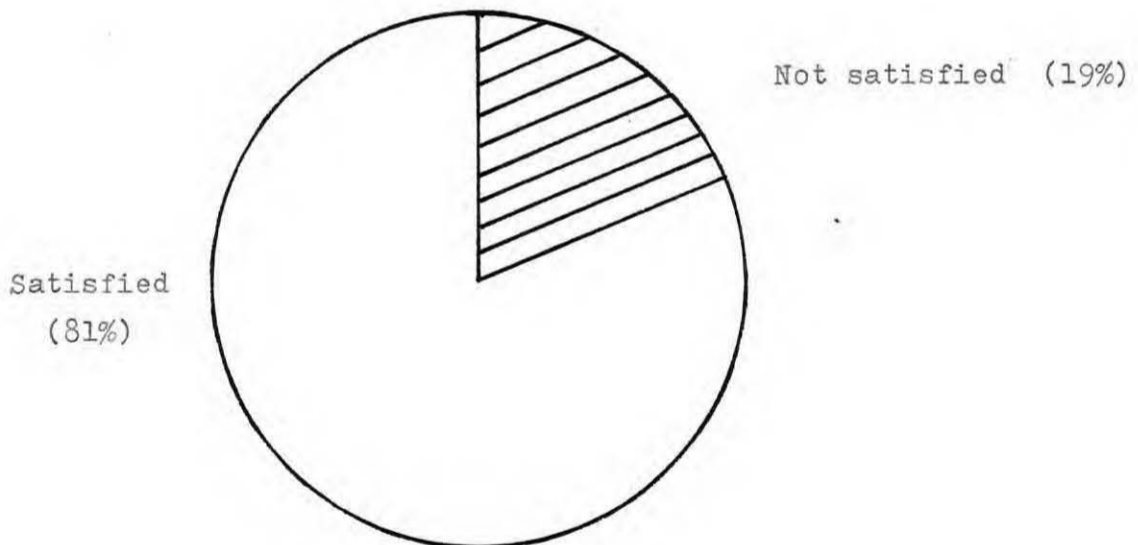
Of the 59 businesses who answered the question

48 (81%) were satisfied. But some made comments such as :

- would like more space (8)
- building is old (2)
- would like more parking facilities in front of the building (1)
- would like to see the area improved (1)
- would like the building modernized (1)

11 (19%) were not satisfied. Some gave general reasons such as:

- need more space (4)
- old building (2)
- building needs redecoration (2)
- want area brought back to what it used to be (1)
- not a nice area (1)
- wants a new frontage (1)
- building needs 'cleaning up' (1)



Small businesses which started in the area some time ago, have expanded, and now are either still satisfied, but needing more space, or already dissatisfied because of lack of space.

REASONS FOR BUSINESSES BEING IN THE AREA

47 businesses answered this question. Some of them mentioned more than one reason. Each is counted once.

Convenient central location	(28)
Cheap rent	(9)
Near Euston Station	(5)
Premises became available	(5)
Near to customers	(4)
Near to University College	(2)
No parking problems	(2)
Owner lives in the area	(2)
Owner has another property in the area	(1)
Near similar business	(1)
Near 'Head Office'	(1)
Near to libraries	(1)
Has been there a long time & has become estab.	(1)

AWARENESS OF PLANS FOR THE AREA (COMMERCIAL)

Of the 63 businesses which answered the relevant question:

45 (71%) know that something is going to happen but do not know the precise details.

18 (29%) know nothing about what is going on.

It should be mentioned that businesses were not approached officially. Sometimes the answer came from an employee. The accuracy of this question is diminished because of this.

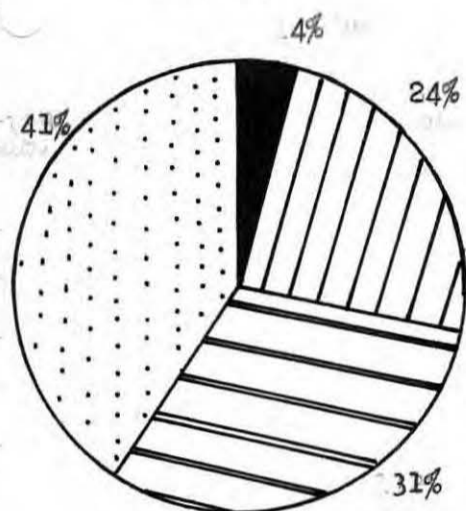
RENTS

The character of the area is determined, to a large extent, by the variety of rents. Many of the rents are considerably below the average for a location as central as this area. This is partly the result of deteriorating properties, and partly the result of long leases and sitting tenants. This allows the existence of many uses which would otherwise not be viable in a free market situation. They provide a useful service for the community, and London as a whole. Several small offices mentioned that it was a good place to start up a business, before expanding and moving to more luxurious or spacious premises. But as leases end or property is modernised, rents soar, and working class residences are converted to smart offices, or luxury flats. This trend would continue throughout the area if unchecked. At present the impending plans restrain this process, except on a few properties in N.Gower St owned by Levy.

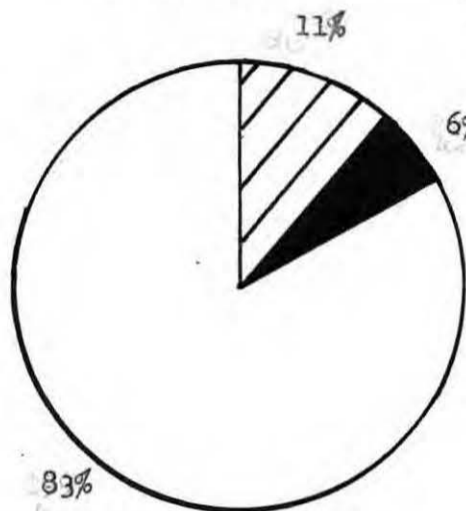
TENURE

	Total	Business	Residential	Residential/Business
Owner occupied	21	13	4	4
Leasehold	30	22	2	6
Rented	48	17	30	1
Don't know	3	2	-	1
Total	102	54	36	12

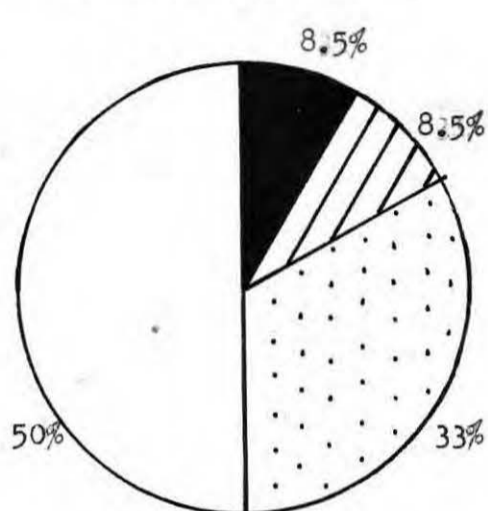
BUSINESS



RESIDENTIAL



RESIDENTIAL/BUSINESS



Leasehold

30 leasehold properties were identified in the survey.

There were 16 answers to questions on the length of leases and the time still to run.

Length of lease		Length to run	
1	97yrs	1	20yrs
4	2lyrs	2	14-16yrs
3	14yrs	7	3-11yrs
1	10yrs	6	3yrs to 6months
5	7yrs		
2	2-3yrs		

Only four freeholds have changed hands recently, of those surveyed.

Rented

48 rented properties were identified in the survey.
Of the 31 residential and residential/business rented properties where interviews were completed, accommodation was as follows:-

7 furnished
24 unfurnished

The 17 business rented properties are obviously unfurnished.

Change of landlord

At 9 addresses a change of landlord was reported. The change in every case was to J. Levy Esq.. Only 241 North Gower Street reported an increase in rent with the change.

1953	225 North Gower Street
1969	183/5 " " "
1969-70	17 Tolmers Square
1971	80/82 Hampstead Road
"	14 Melton Street
"	65 Cobourg Street
1972	61 " "
"	67 " "
"	241 North Gower Street

RENTS (RESIDENTIAL)

37 replies were obtained to the question on rent and number of bedrooms.

TYPE OF ACCOMODATION	NO. OF REPLIES	RANGE OF RENT	AVERAGE RENT
Bedsit.	4	£5 to £7.50	£6.12½
1 bedroom flat	18	£1.59 to £17	£6.20
2 bedroom flat	9	£2.20 to £9	£5.06
3 bedroom flat	6	£2.10 to £18	£8.98
Hostel - Cecil	-		£6 shared room
Residential club			includes food

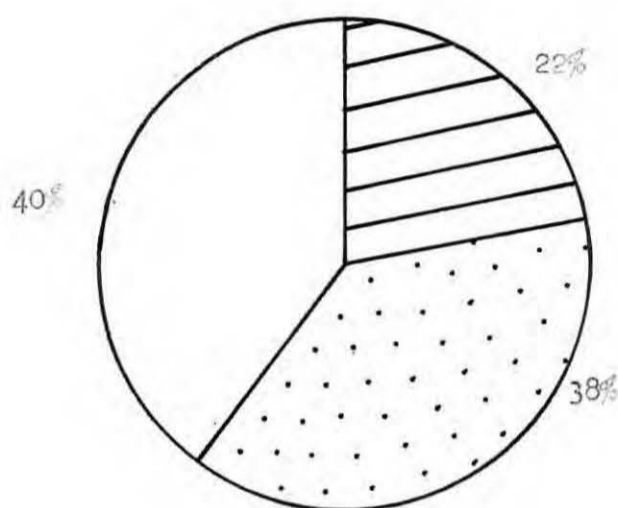
Average Number of persons per. bedroom = 1.65 (57 replies)

The range was from 6 persons per. bedroom to 3 bedrooms per. person

MAXIMUM RENTS

There were 45 replies from residents of rented property to the question 'If the area is redeveloped, what is the maximum rent you could afford?'.

- 10 (22%) could afford no more than they pay at present
- 17 (38%) could afford more than their present rent
- 18 (40%) did not know

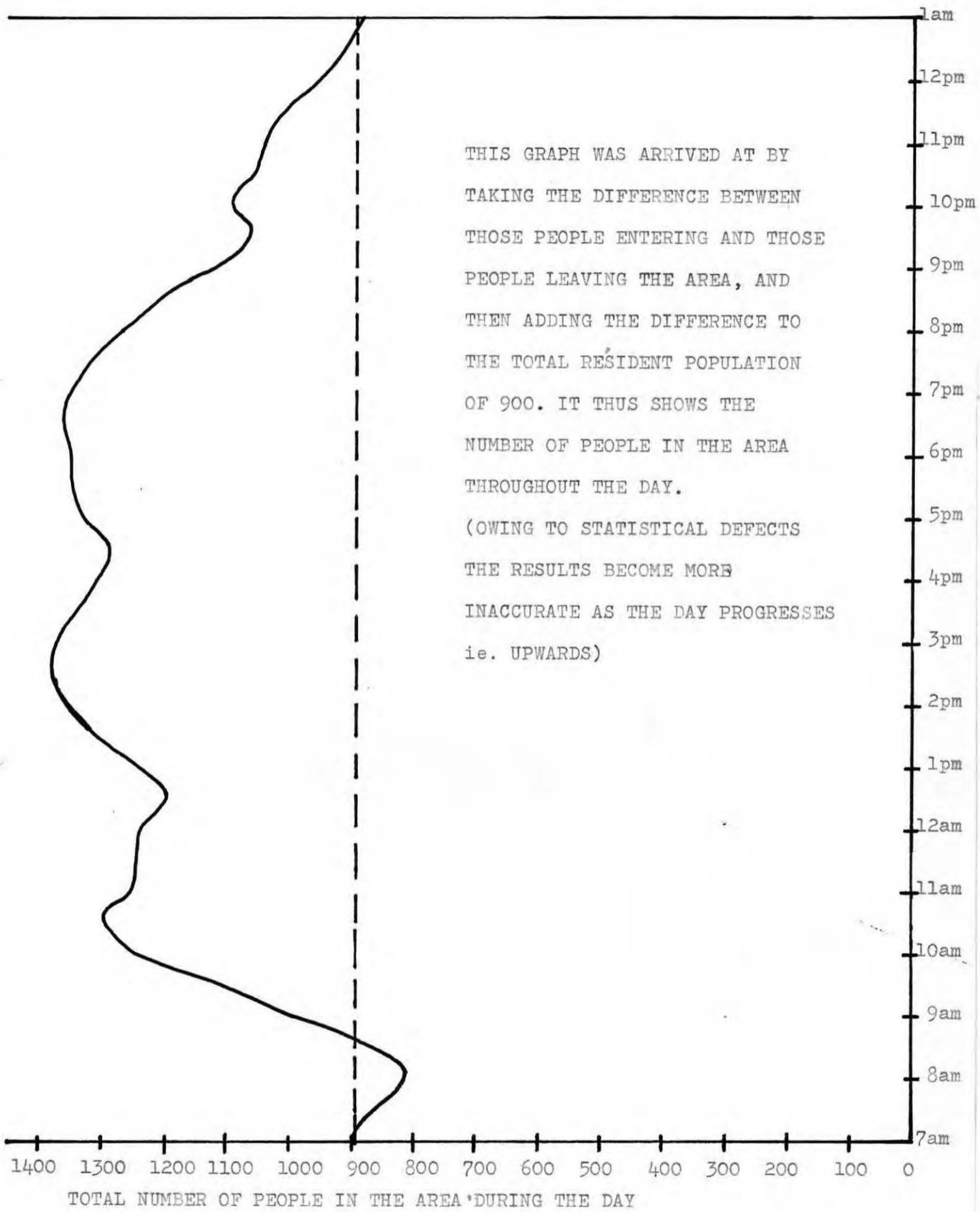


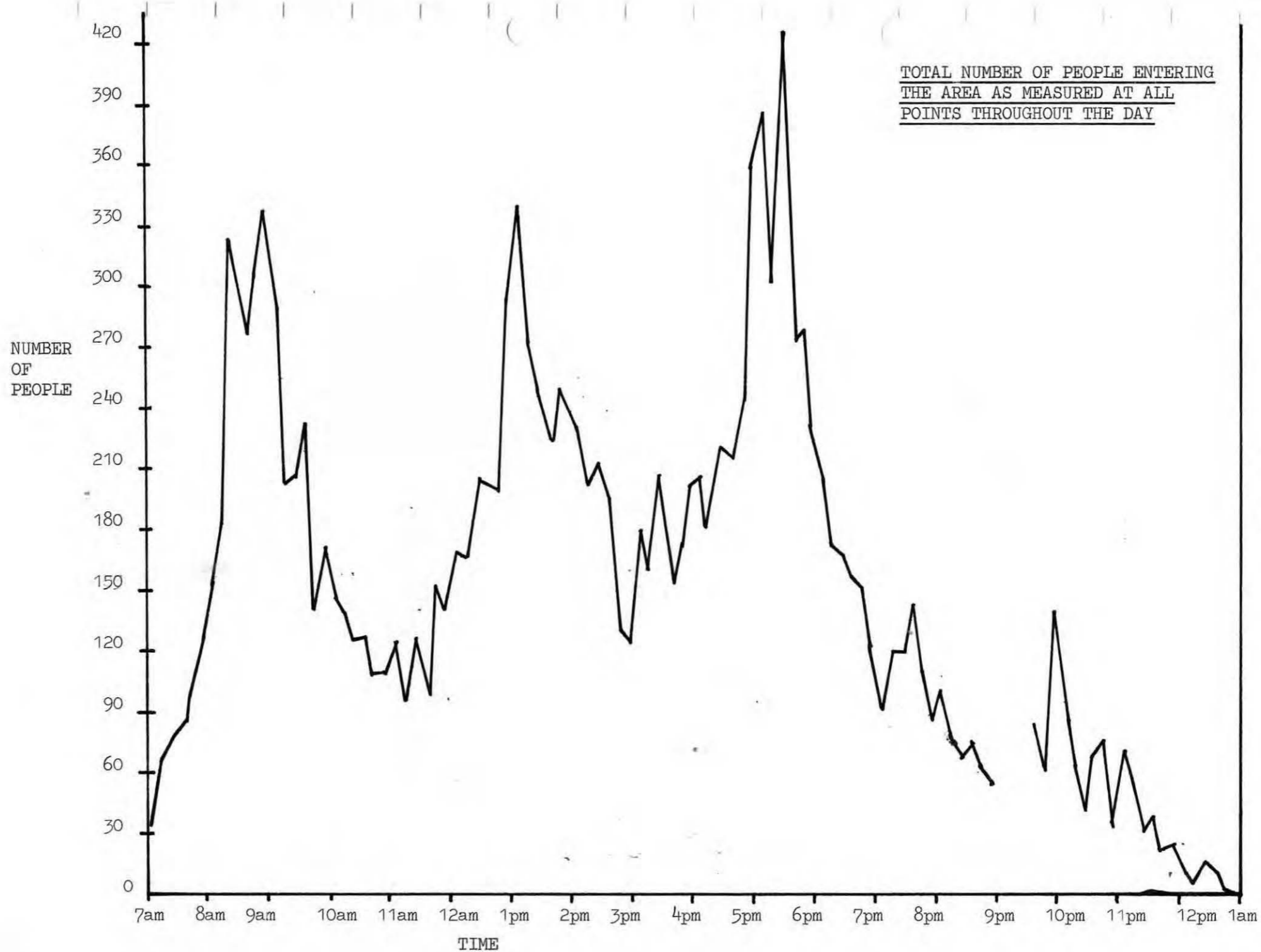
The range of maximum rents for a one bedroomed flat was

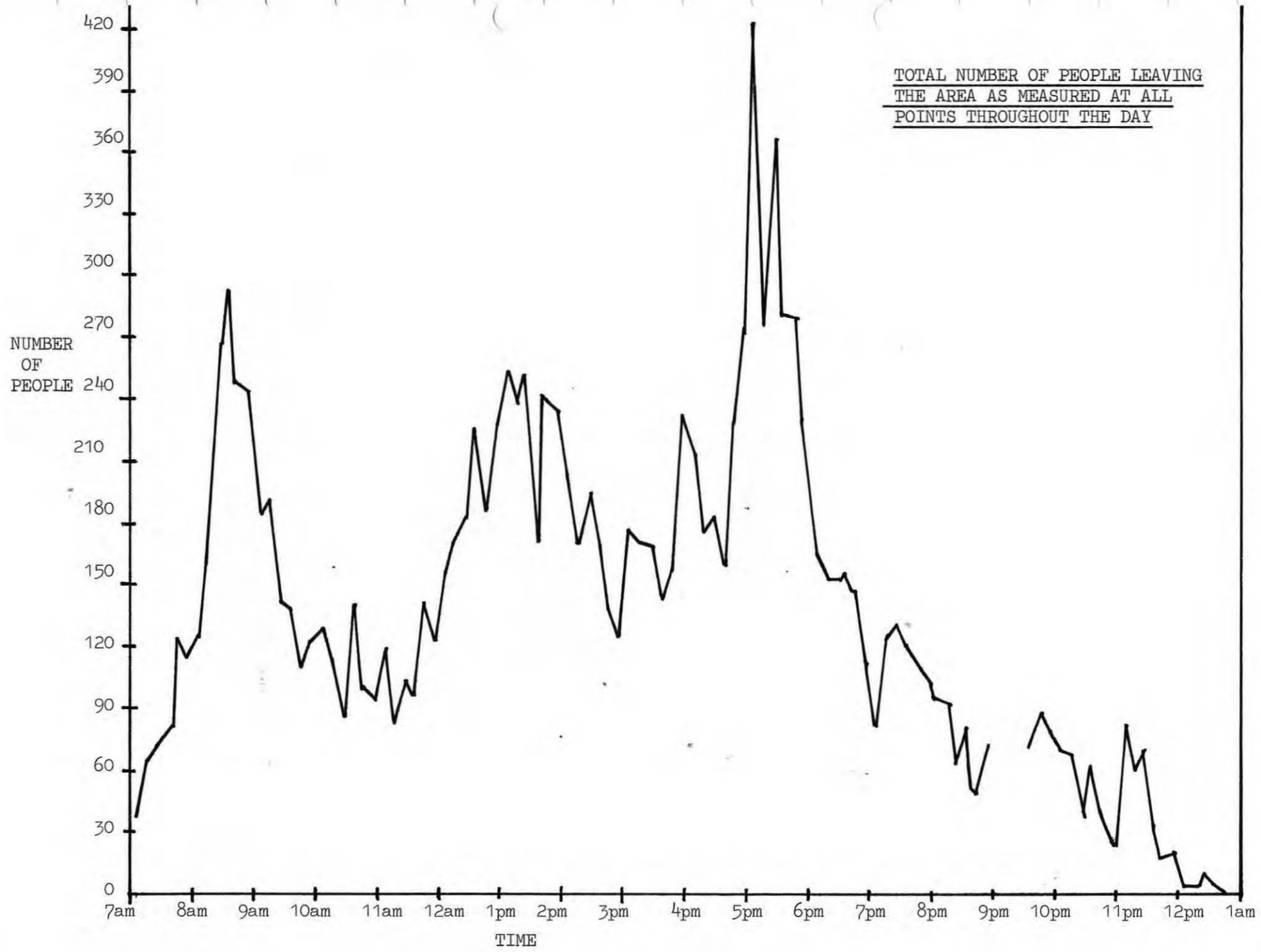
£2.10 to >£17

Of the 9 who gave a figure for their present and maximum rents

- 5 could afford about £1 more than their present rent
- 4 could afford between £3.50 - £5.50 more than their present rent.







MOVEMENT OF PEOPLE AND VEHICLES

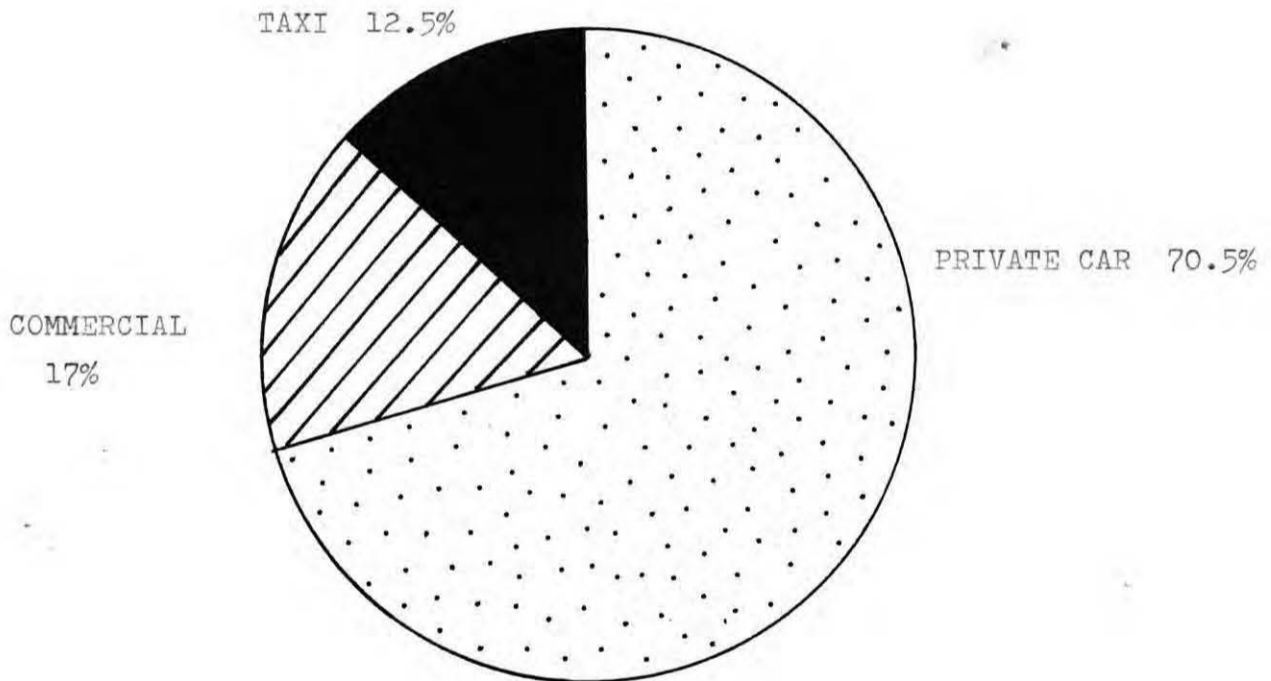
Total number of people entering the area: 16,239

Total number of vehicles: 4,924

Assuming an average of 1.5 persons per car, one may deduce that
 $4,924 \times 1.5 = 7,386$ persons enter by car

Number of pedestrians entering the area: 8,853

Break down of vehicles



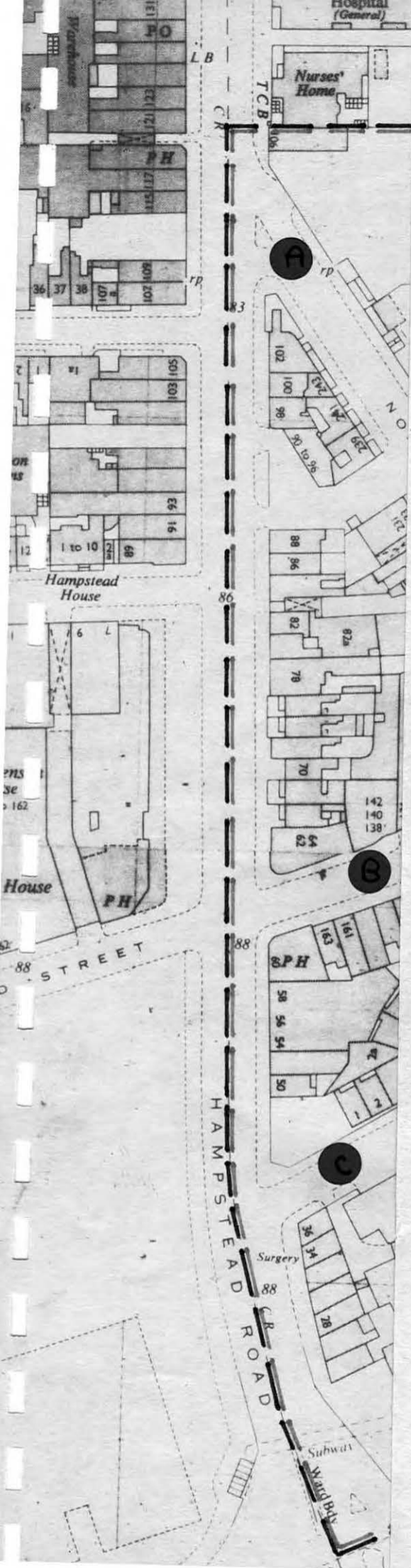
TRAFFIC

At present the area is used as a through route, mainly for avoiding congestion on the Hampstead and Euston Roads. Drummond St in particular is used by taxis servicing Euston Station.




Several residents complained of noise and fumes from this traffic. Although a cafe and^a newsagent's in Drummond Street are used by the taxi-drivers, in general the through traffic contributes little to the area.

Until now the area has not been in a restricted parking zone, and consequently the area is popular for parking. Thus much unnecessary traffic is generated by prospective 'free-parkers', who do not use the area for anything else. Meters are shortly to be introduced, as well as resident parking permits. This will certainly affect some of the businesses in the area, who benefit from the free parking facilities, notably Avis, the 24 hour car service and the newspaper wholesaler. None of the residents have garages.

The area is also used as a through route by many pedestrians, especially commuters walking to and from Euston Station. This provides valuable custom for local shops.

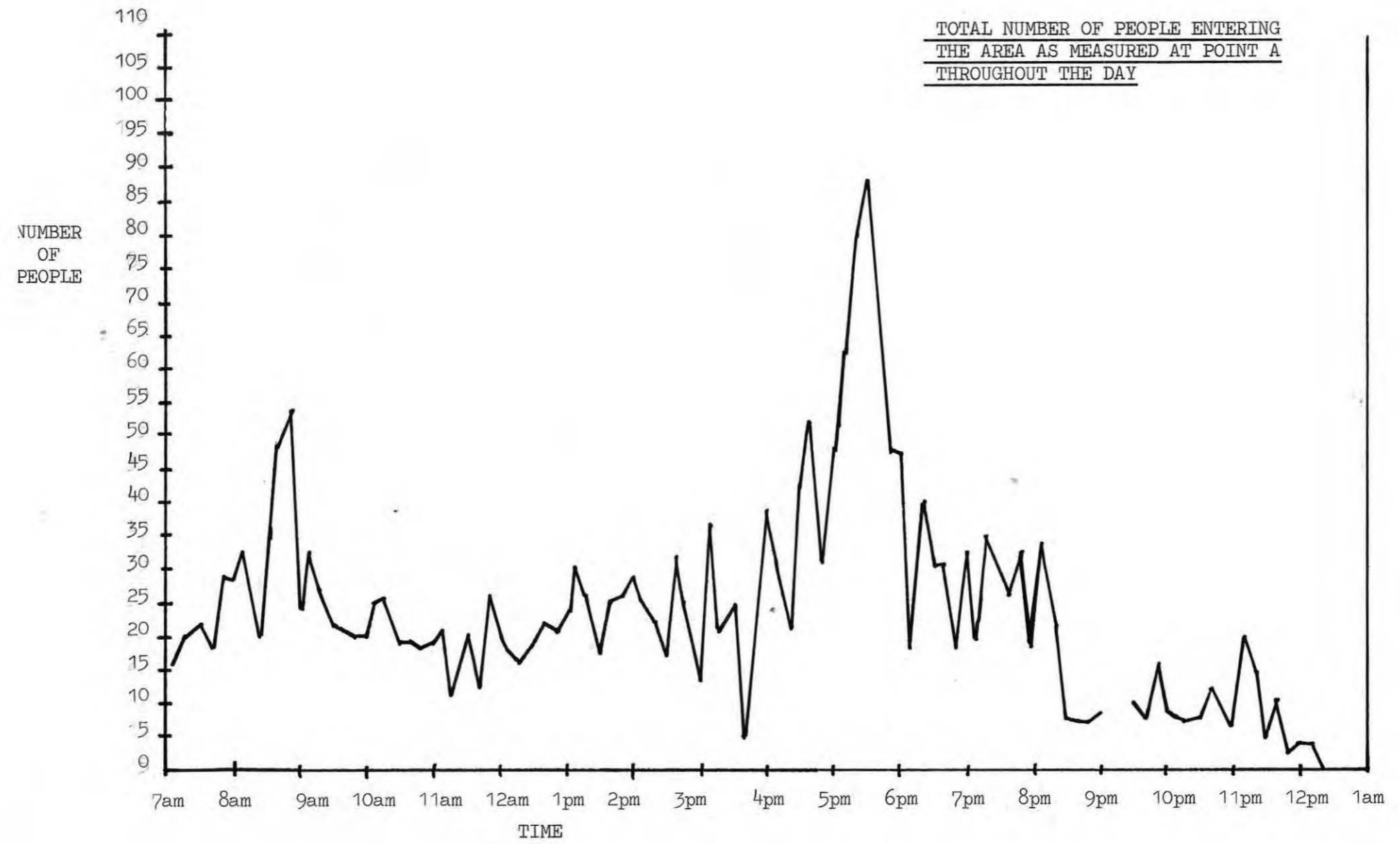


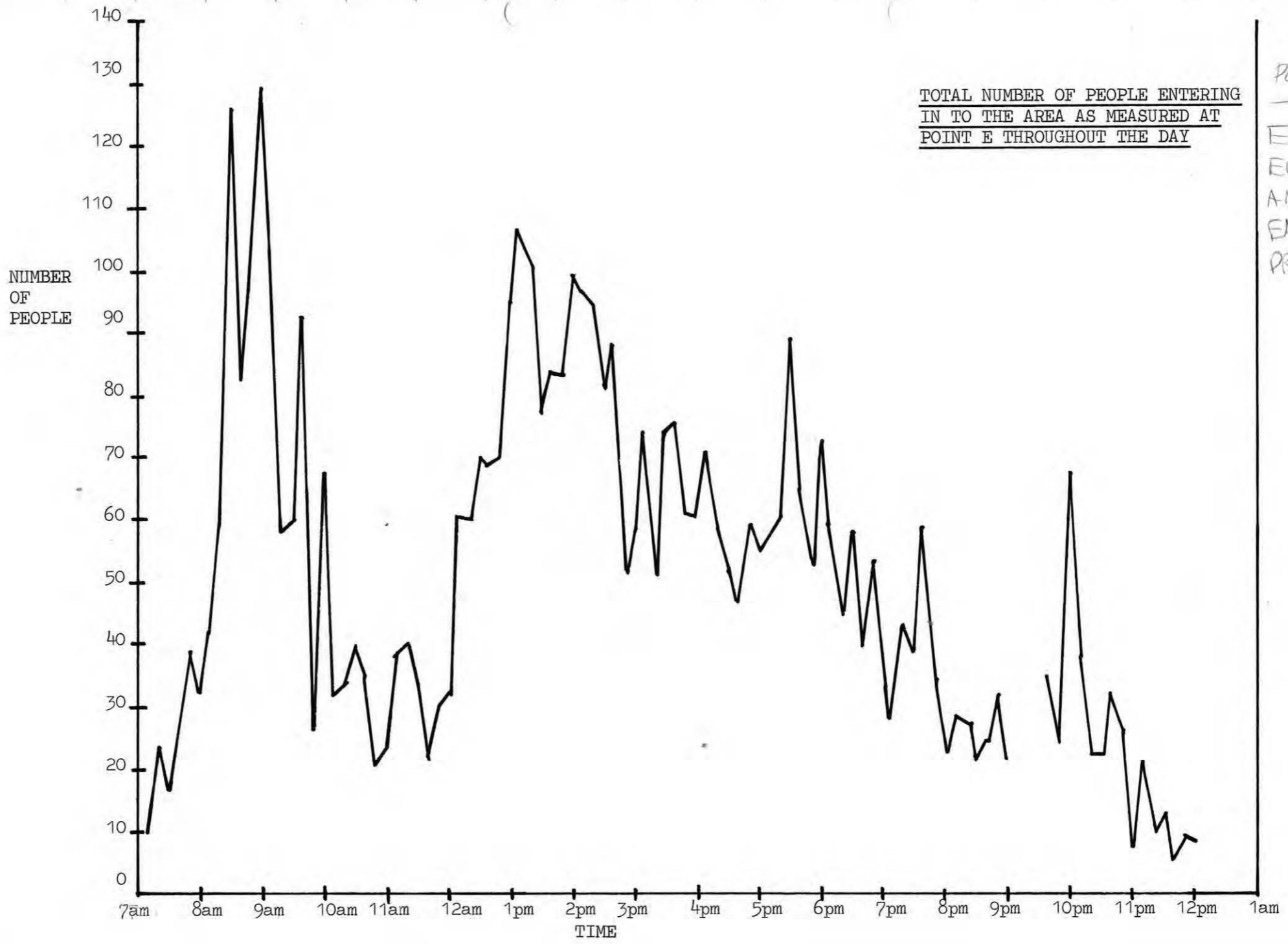
BOUNDARIES

-  DEVELOPMENT AREA
-  SURVEY POINTS
-  SURVEY AREA

POINT A -

N. end of
N. Gower St.

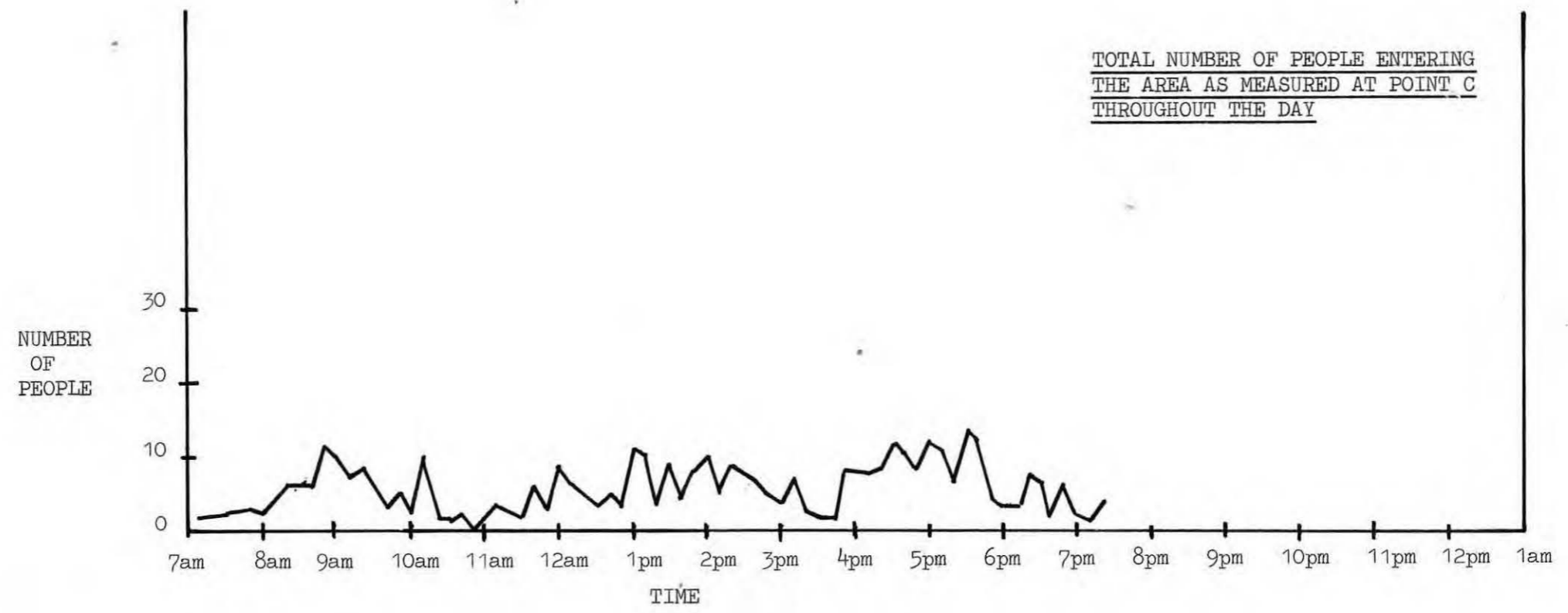


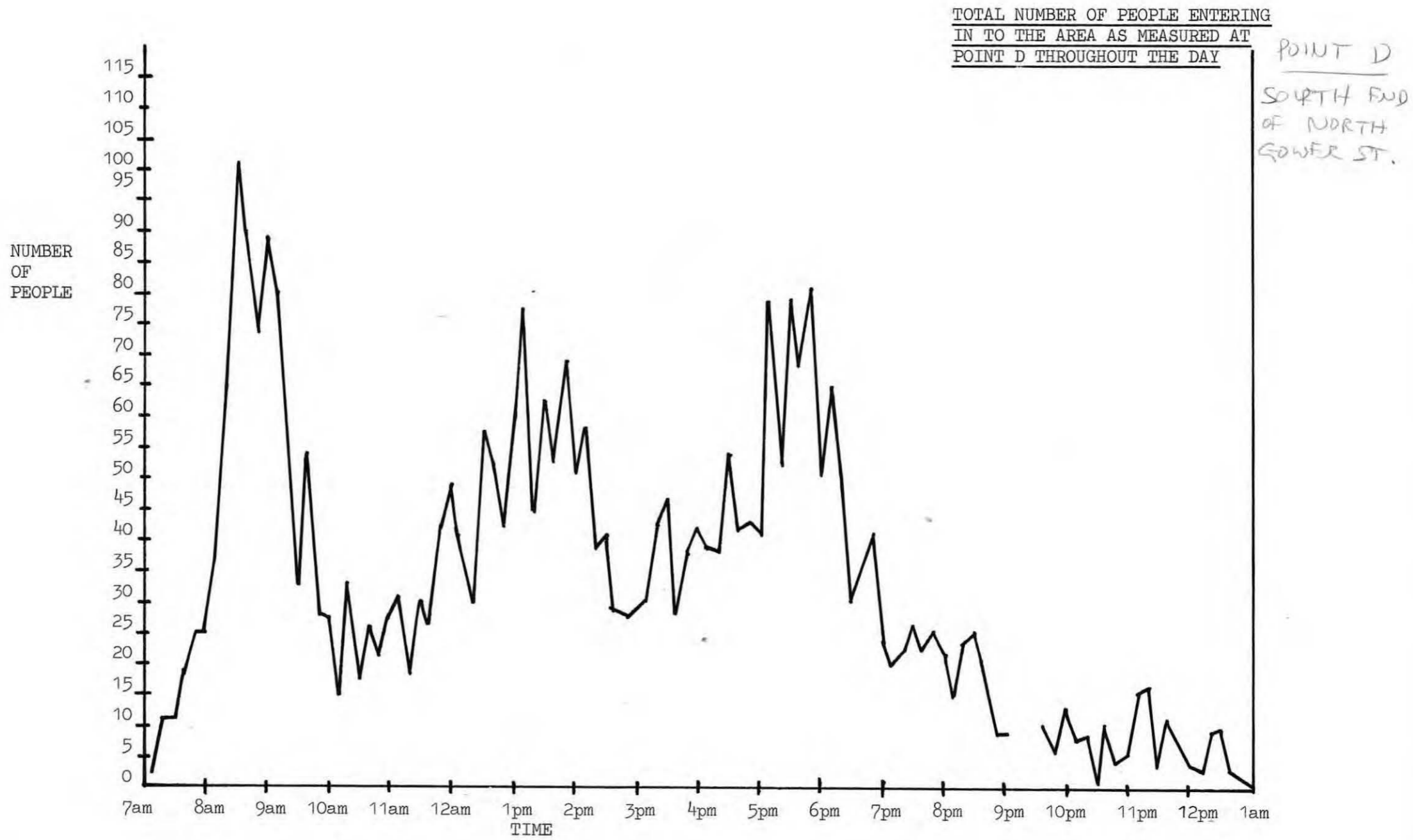


TOTAL NUMBER OF PEOPLE ENTERING
IN TO THE AREA AS MEASURED AT
POINT E THROUGHOUT THE DAY

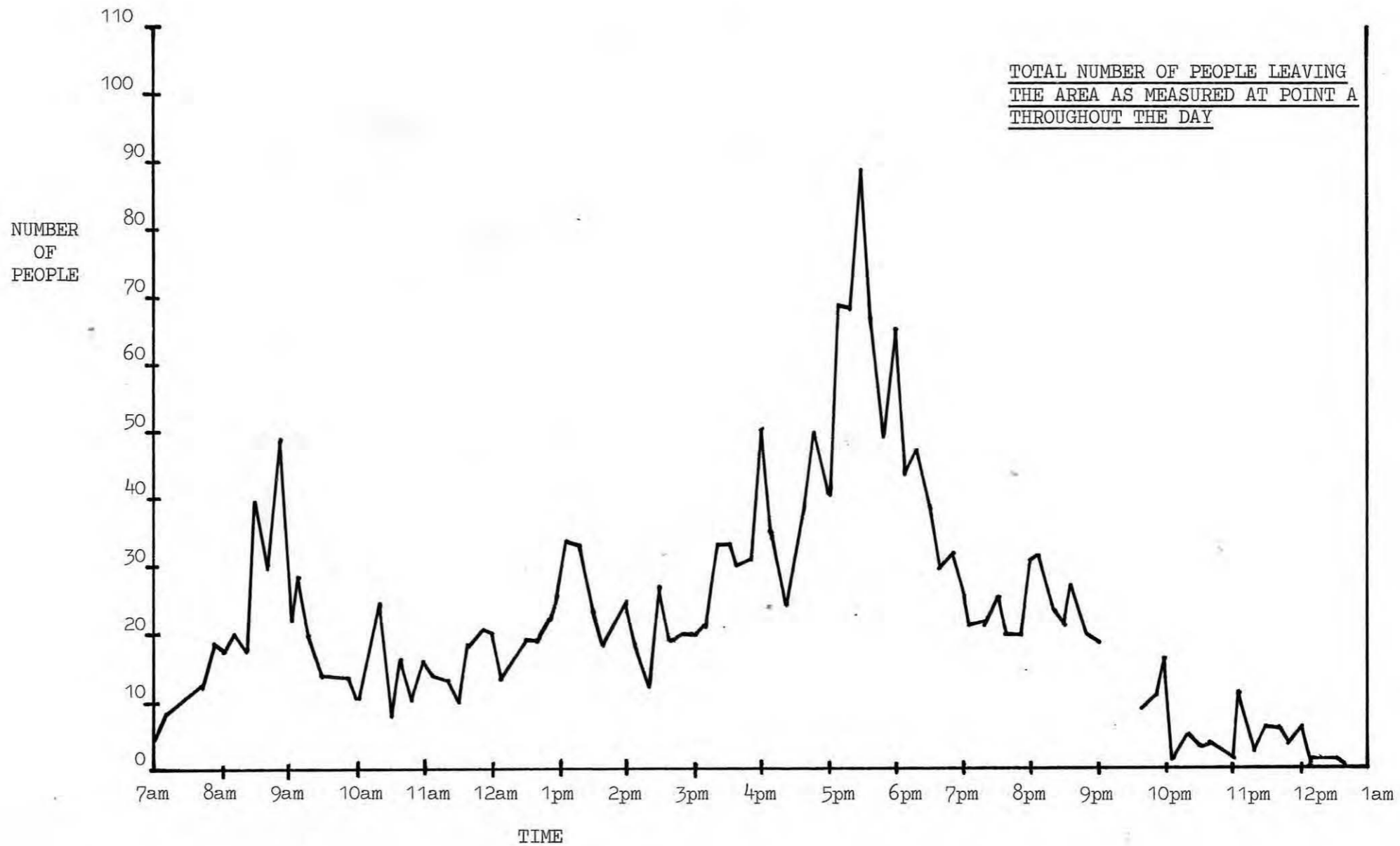
POINT E
EAST END
EUSTON ST
AND
EAST END
PRATTWOOD ST.

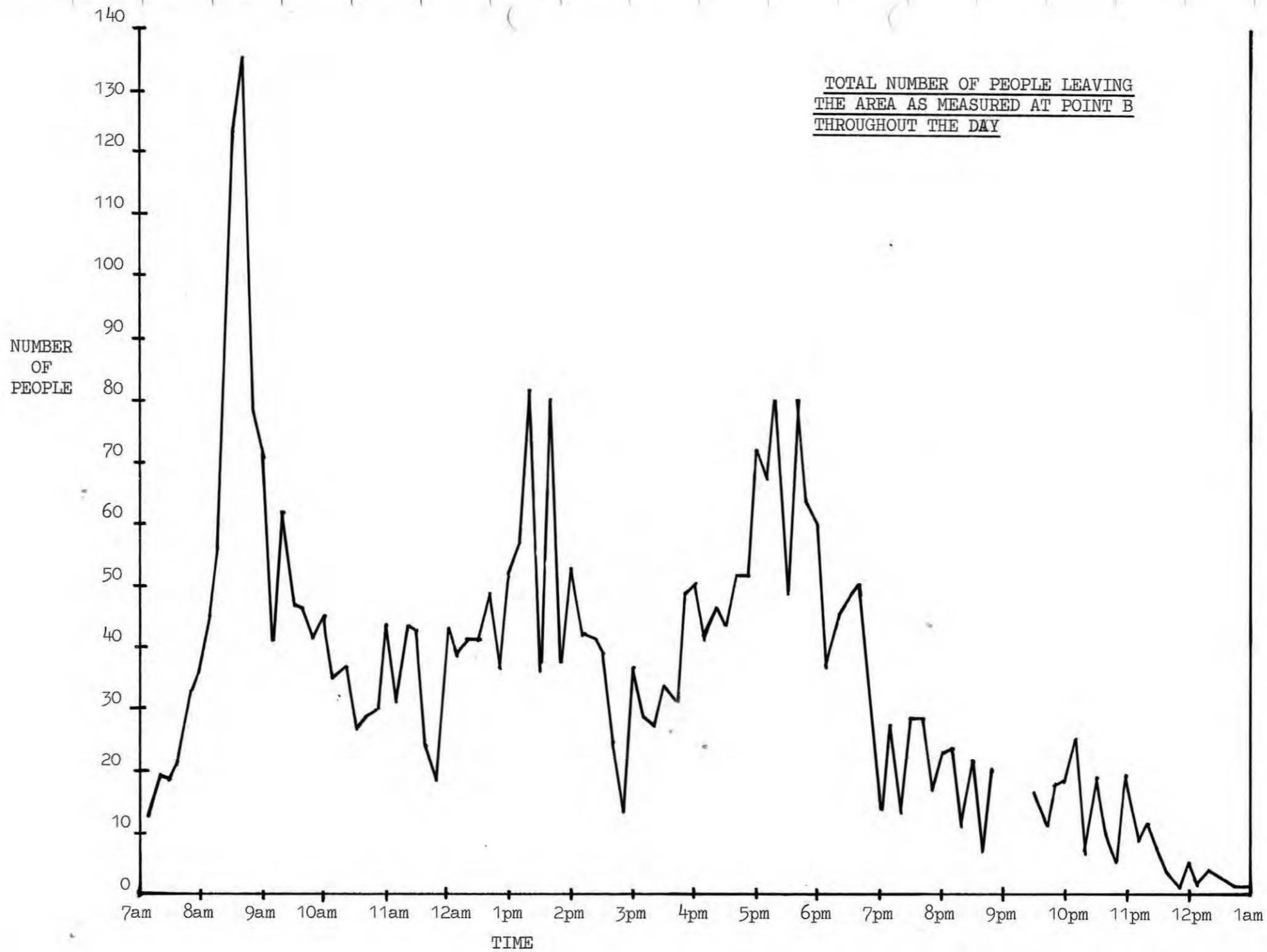
POINT C.
ENTRANCE
TO TOLMERS
SQUARE



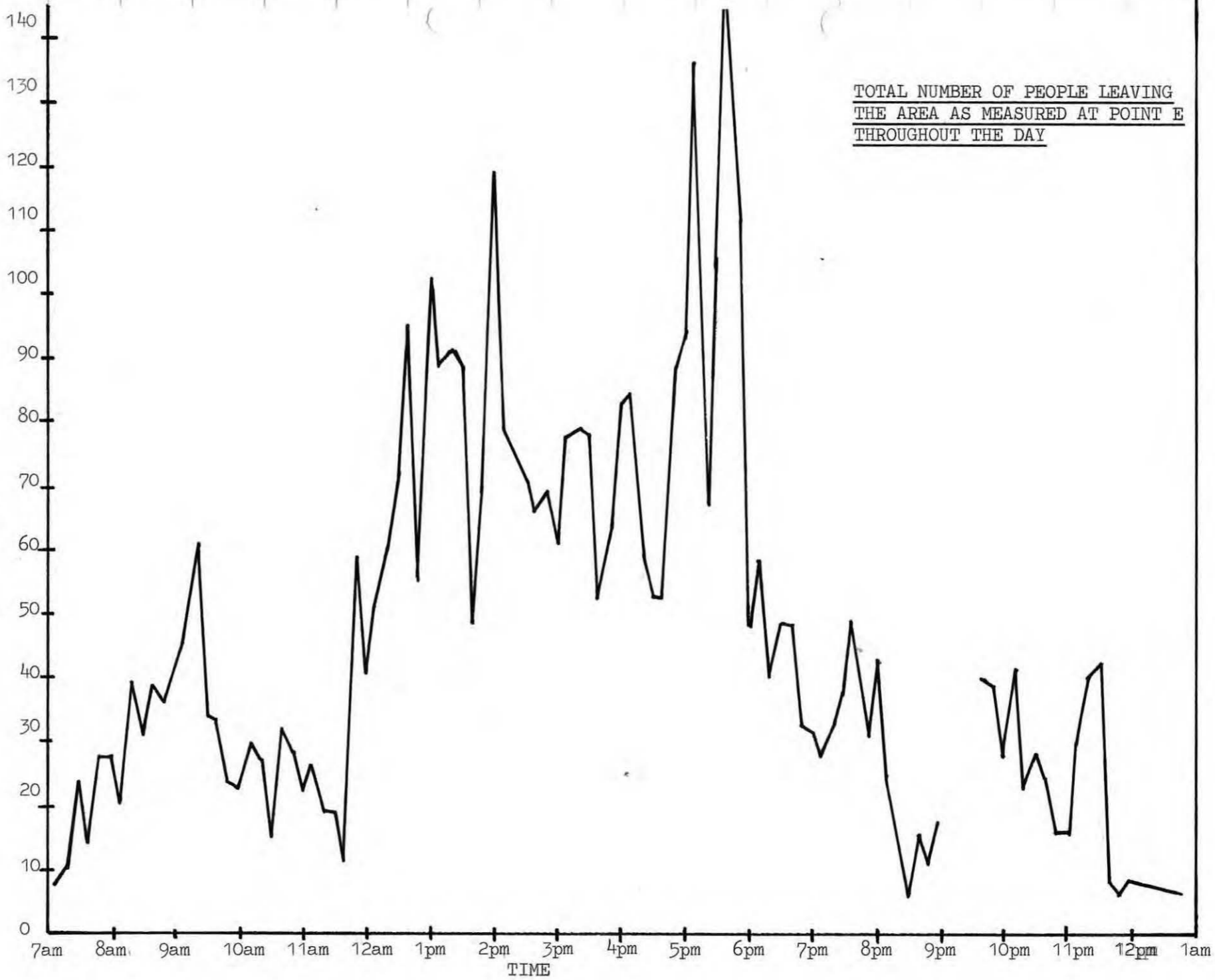


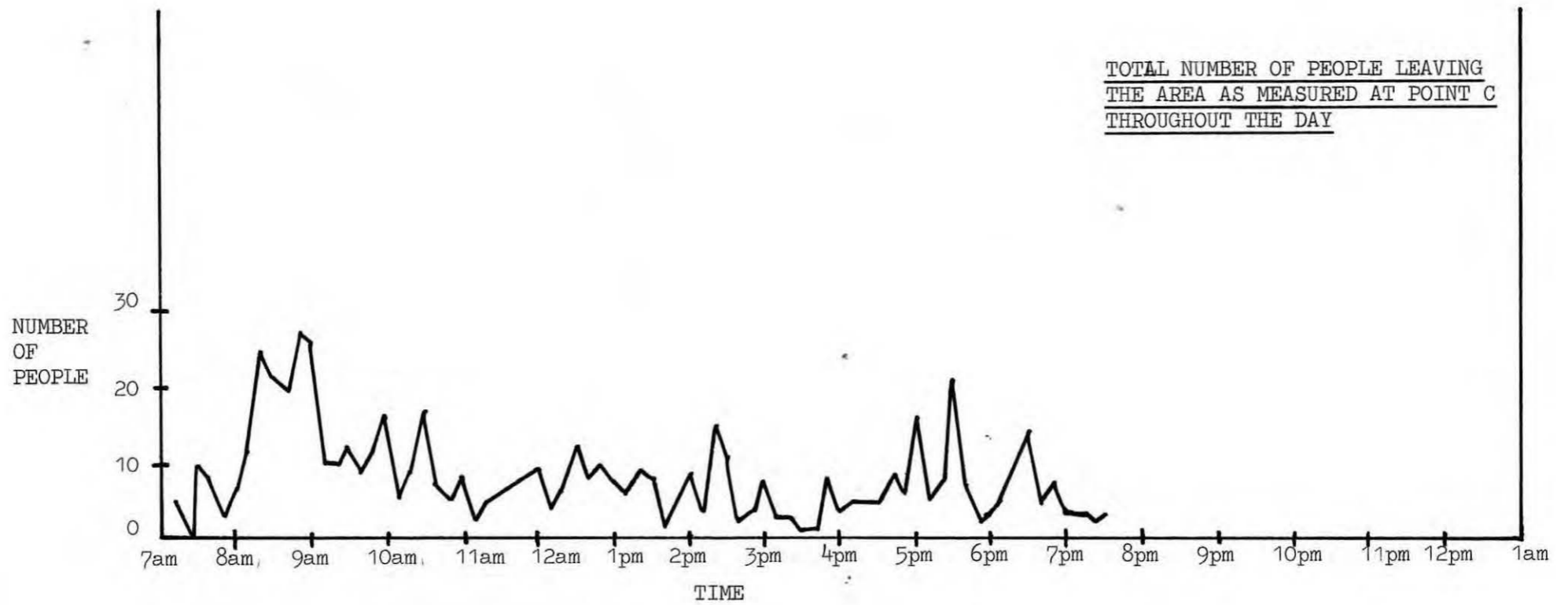
Patt

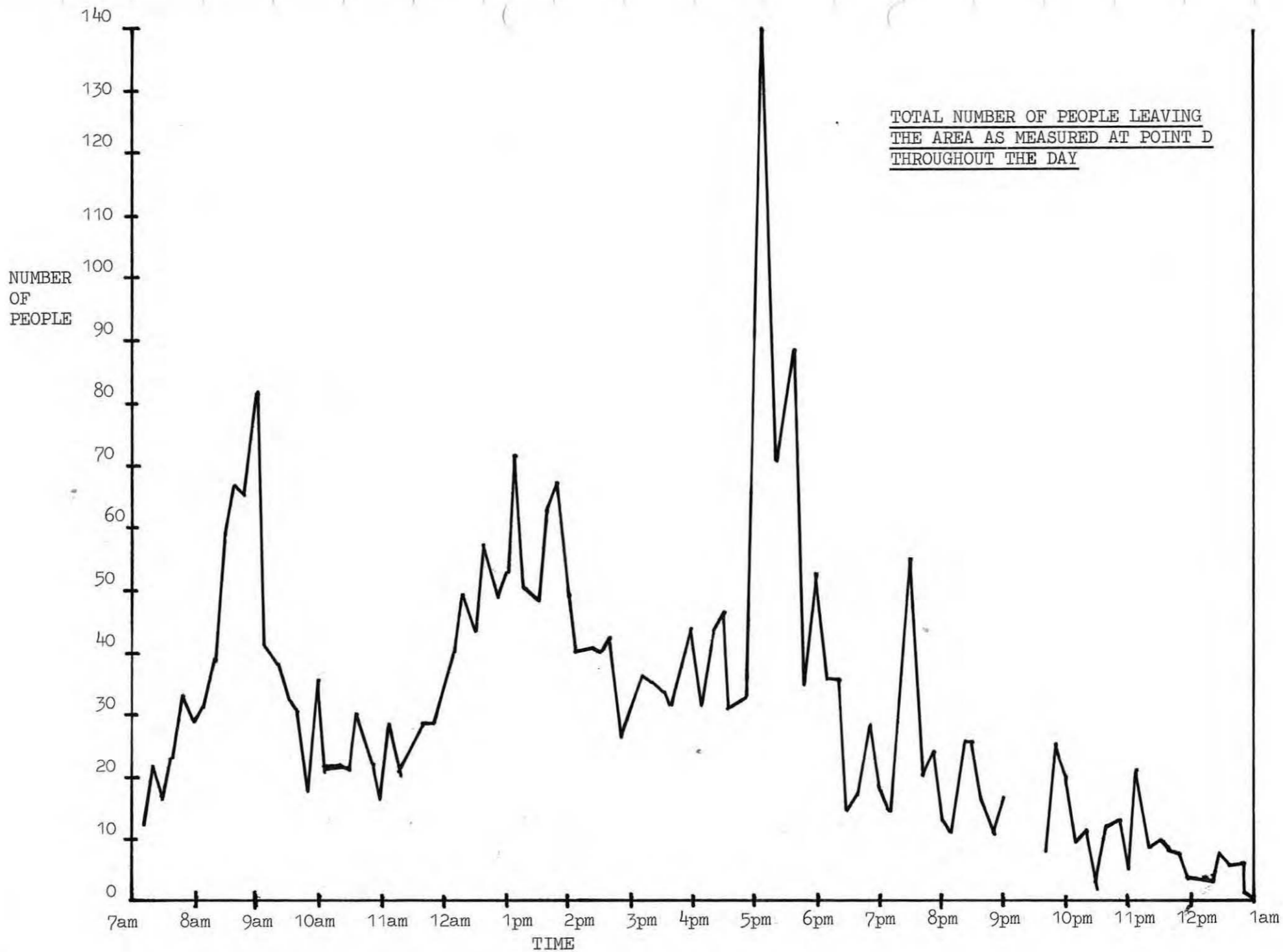




NUMBER
OF
PEOPLE







AN ALTERNATIVE STRATEGY

What we have to ask is why Camden's planners consider it necessary to completely redevelop the area. The current proposals involve clearing virtually the whole site and rebuilding. It is hard to see how total redevelopment could fail to create considerable disruption and destroy the diversity, which is the area's chief asset. Nearby examples of Euston centre and the Regents Park Estate reinforce this view.

The main justification for total redevelopment appears to be to increase the residential population to either 900 (CIS report) or 2000 (a Camden planner). But without disrupting any of the present activities it would be possible to increase the population to at least 1380, by merely using the existing empty property, and building on vacant land. This can be worked out as follows:

Current residential population excluding hostels and hotels	637
Hostels and hotels	343
Reinhabitation of empty residential property (35% of total residential property)	263
New building on vacant land (11% of total acreage of 9½ acres) at density of 136 persons/acre	136
	TOTAL
	<u>1389</u>

(no allowance made for any existing overcrowding)

It may be significant that ~~there are~~ Camden estimate there are 400 persons currently living in the area. Our survey shows this to be totally inaccurate, there being 900.

Clearly, as well as providing more residential accommodation, other improvements must be made. A few of the buildings are in very poor condition and need demolishing. Many others need repairing and modernizing. But this is not a major operation as shown by the buildings already repaired and converted into offices. The majority of buildings merely require redecorating. Other improvements to the area might include; closing Part of Drummond St. to through traffic, building a play area and public open space in Tolmer Square. Opening up a way through to St. James Gardens which is inaccessible

and under-used, planting trees in the streets, and providing better linkages across Hampstead Road and Euston Road. Also a number of other facilities are needed such as larger shops, a laundret, and leisure facilities. The most important thing is that development take place on a microlevel, in accordance with local needs.

In attempting to improve an area as complex and diverse as Tolmers Square, planners need to have a far better understanding of the functioning of cities than they appear to have at present. Unless Camden's planners can show that the redevelopment of Tolmers Square will have advantages for the people who live and work there at present, as well as those who might live there in the future, they should reconsider their plans. Merely satisfying property speculators is not good enough.