

**THE TOLMERS**

**people's plan**

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## INTRODUCTION

This booklet presents a proposal for the development of Tolmers Square site 1 XYZ; an area bounded by Euston Road, Hampstead Road, Drummond Street and North Gower Street and containing Tolmers Square itself. It has been drawn up by the Tolmers Village Action Group (TVAG) with assistance from individual members of the Camden Labour Parties, Camden Trades council, local trade unionists, the Camden Federation and local tenants associations.

We have found it necessary to produce this plan because, two and a half years after bringing the land into public ownership, Camden Council has still not produced a plan which is based on social need. Instead, in conjunction with private developers, it is proceeding with a plan dominated by offices.

Enclosed is a copy of the 'Tolmers Statement' - a comprehensive statement of policy, which has been supported by the TVAG, Camden Trades council, Camden Federation of Tenants and Residents Associations, EGA campaign, AVEW Camden no. 3, T & GWU 1/524 branch, Kingsgate Neighbourhood Association, Fitzrovia Neighbourhood Association and Ridgemount Gardens Residents Association.

Very clearly the principle of "planning for need not profit" is becoming an issue which is being taken up widely in the borough. One of the pre-requisites for any development must be that the council draw up the plan in conjunction with the local residents and workers and representatives of the trade union and tenants' movement in the borough.

We do not regard the proposals in this document as the only possible solution. They do however demonstrate that it is possible for Camden to build a development which is socially and environmentally useful. They provide a basis on which the Council in conjunction with residents and workers organisations in Camden can proceed with a long awaited and long fought over development. Camden must end its chicken hearted dithering, grasp the opportunities imaginatively and start building.

## BACKGROUND

For almost 20 years the future of the Tolmers Square area has been in dispute. Private developers have been trying to build offices while the local authorities (first St Pancras and then Camden) have tried to build housing. The resulting stalemate and planning blight has led to a thriving diverse community being virtually destroyed. Property has been left empty and allowed to decay. The population has declined by over a half, and many small businesses have been driven out.

In 1973, Camden Council drew up a deal with developers Stock Conversion and Investment Trust under which the developers would be allowed to build 350,000 square feet of offices and 120,000 square feet of mixed commercial uses in exchange for some subsidised housing land. It was estimated that the developers would make £20 million profit from the scheme and consequently a borough wide campaign persuaded the Council to reject the deal and commit itself to bringing the land into public ownership. This happened in June 1975 when Stock conversion sold its holdings in the area (6 acres) for £4 million.

In the meantime, the council, persuaded largely by the Tolmers Village Association (a local community association of residents and workers) changed its plans from total redevelopment to partial redevelopment and rehabilitation. On several sites rehabilitation is now under way and some new housing is almost complete. Proposals prepared by the Council's consultant architects Renton Howard Wood Levin in September 1974 and approved by the Council included only 85,000 square feet of offices.

But in April 1976 the council approved new plans for the site it had recently acquired from the developers. There would be 300,000 square feet of offices, a reduction in housing amounting to a loss of 284 persons and a hostel for 75 persons, no industry or public buildings as previously envisaged whatsoever, and Tolmers Square itself would be demolished.

### Opposition

The Tolmers Village Action Group set up in opposition to these proposals in April 1976. In May the Holborn and St Pancras Labour Party (the parliamentary constituency which contains Tolmers Square) passed the following resolution :

'This GMC is extremely critical of Camden Council's approval of the new scheme for Tolmers Square. This scheme goes against central government, GLC and Camden Council policy for new developments. The Council should instruct the architects to modify their plans as follows :

- a) there should be much less office space.

continued.....

BACKGROUND (continued)

- b) there should be provision for manufacturing and light industry.
- c) there should be an increase in the housing content.
- d) Tolmers Square should be retained.'

The motion was passed by 17 votes to 3 but the council took no action.

In August 1976 the Council received an Office Development Permit for 300,000 square feet of offices.

In June 1977 the council produced the planning brief for Site 1 XYZ (the site now under consideration). Although allowing the possibility of a wide range of uses, the brief still mentioned 300,000 square feet of offices as being acceptable.

Consequently the Holborn and St Pancras south Labour Party passed the following resolutions :

'This GMC condemns the Council's plan to replace some housing in Tolmers Square by offices, and calls on the Community Planning and Resources Committee to produce an alternative plan giving priority to housing including the rehabilitation of the existing housing.'

This resolution too was ignored and in July the Council approved the planning brief and in August applied for outline planning permission for '300,000 square feet gross of office accommodation, not less than 55,000 square feet of housing accommodation and additional shopping, workshop, associated car parking, open space and leisure uses.'

No physical plans accompanied the planning application but it is assumed that the Council is thinking in terms of the scheme by Renton Howard Wood Levin and approved by the Council in April 1976 (see page 39).

The TVAG made a formal objection to the outline planning permission which was signed by 72 people living or working in the affected area. Nine other objections were lodged including one from the Camden Civic Society. No decision has yet been made on the outline planning permission, and the Council is presently reviewing the situation.

In November the local labour parties organised a public meeting in the area to discuss the issue. Eighty people attended and virtually all those who spoke were opposed to Council's proposals.

Tolmers Village Action Group  
 c/o 12 Tolmers Square  
 London NW1  
 tel. 388 7931 and 388 1650

To London Borough of Camden

cc Greater London Council

5 September 1977

Department of the Environment your ref M 12/12/E/24086

OBJECTIONS TO THE LONDON BOROUGH OF CAMDEN'S OUTLINE APPLICATION UNDER THE TOWN AND COUNTRY PLANNING GENERAL REGULATIONS 1976 FOR THE REDEVELOPMENT OF THE SITE BOUNDED BY EUSTON ROAD, NORTH GOWER STREET, DRUMMOND STREET AND HAMPSTEAD ROAD (EXCLUDING NOS. 183-209 (ODD) NORTH GOWER STREET, 141-153 (ODD) DRUMMOND STREET) TO PROVIDE 300,000 SQ.FT GROSS OF OFFICE ACCOMMODATION, NOT LESS THAN 55,000 SQ.FT. OF HOUSING ACCOMMODATION AND ADDITIONAL SHOPPING, WORKSHOP, ASSOCIATED CAR PARKING, OPEN SPACE AND LEISURE USES.

#### INTRODUCTION

The primary objection to the granting of outline planning permission is that the Council is proceeding with the development in an unacceptable way in view of the fact that the site is in public ownership. The Council is at present paying approx £½ million per annum in interest charges on the loan used to purchase (for £4 million) this site and other properties to the north. It would seem that recouping this money from a development on this site is its primary objective and that other social and environmental considerations are taking second place. The Council is thus behaving precisely like a speculative developer. (A quote from

FORMAL TVAG OBJECTIONS

the Council minutes of 20 July 1977 makes this clear: 'we consider

that, in the present market conditions, it will be necessary to

grant a planning consent for the full 300,000 square feet gross of

office accommodation to afford the Council the opportunity of

recouping the major part of the land and interest charges applicable

to the commercial and adjacent housing sites'). Like the developers

before them the Council is simply trying to build as much as it can

of the most profitable form of development, within the limits and

regulation imposed by central government.

It is precisely this narrow-minded attitude towards development

in the past which has led to the social and environmental problems

of our cities today.

We believe the Council's development should be based on a

different set of criteria founded on social need, thus serving

the purpose of bringing land into public ownership. It should

consider what is worth retaining on the existing site and then

see what can be added, rather than designing an office block

and then seeing what else will fit on the site.

The Council's development should:

1 Provide new facilities which relate to the needs of people

who live and work in the area itself, in the immediate vicinity,

in Camden and in London as a whole.

2 Retain and enhance what remains of the architectural and historic

heritage of the site.

3 Provide a balanced, diverse and small scale environment in keeping

with the scale and character of the existing social and physical

structure of the Tolmers area.

continued

continued

continued

continued

continued

continued

Specifically we believe this means rejecting the Council's current proposals and suggesting instead the following: 6

1 Rehabilitation of the terraces flanking both sides of Tolmers Square

2 Rehabilitation of 155-163 Drummond Street and the old Palmerston pub

3 Development of new housing on the site of 173-181 North Gower Street

4 Redevelopment of the remaining site to include a diverse mix of uses including housing, craft workshops and studios, shops, restaurants, pubs, small scale offices, light industry, a cinema, a launderette, surgery and open space. The mass of any new buildings should be determined by the need to maintain light for the homes on the south side of the Square and their gardens and open space behind, and by the need to provide a high quality environment for those living and working in the new buildings. Rather than building a high block which would have detrimental environmental effects on the Square and surrounding streets it would be preferable to build certain non residential uses over the Euston Road underpass. Such a scheme would provide a significant planning gain and save a considerable amount of land for other purposes.

continued

## OBJECTIONS

We believe the current application should be rejected because:

1 300,000 square feet of offices will dominate the remainder of the scheme making it less possible to:

- a) rehabilitate the Square itself because of overshadowing
- b) provide other uses in sufficient quantity

2 The minimum of 55,000 sq. ft. of housing proposed (which will almost certainly become a maximum) is less than the 100,000 sq.ft. currently in use as housing on this site. The Council is therefore proposing a loss in housing content and is also losing the opportunity of extending the amount of housing in this part of the Borough.

3 Tolmers Square would almost certainly be destroyed (according to the most recent of the reports produced by architects Renton Howard Wood Levin). This is undesirable because:

- a) The Square if rehabilitated is capable of housing more people with higher space standards for comparable if not less cost than a new development
- b) The Square is of architectural and historical interest. (The Camden Civic Society have declared their opposition to its demolition).

4) Building 300,000 sq.ft. of offices is a waste of resources. At least 500,000 sq.ft. of offices on the Euston Road between Great Portland Street and St Pancras Station are currently advertised as being unlet and available, not to mention Centre Point less than 1 mile away.

continued

5) The offices will not provide jobs for those people in Camden who need them most, and will limit the diverse employment opportunities that could be made available in the area. This appears to contradict the Council's policy. In the draft plan for Camden it states that it 'will give preference to developments which will assist the unemployed, underemployed and those on very low incomes'. Yet the unemployed, 'mainly lower paid workers, and, in particular, unskilled manual workers' (Camden Scene 2.19) are unlikely to be helped by the creation of office jobs. As the Council itself says: 'Although office growth leads to increased employment opportunities, many of the jobs it provides for the unskilled tend to be poorly paid routine office work, maintenance and cleaning, for instance' (Camden Scene 2.41). The proposed development also misses a vital opportunity to halt the decline of skilled industrial employment in central London.

6 The development of offices will not give rise to any 'substantial planning advantages' which might justify the Council making an exception of this area when applying its draft policy: 'No increase in office floor space will normally be permitted ... in the area north of the Euston Road' (A Plan for Camden 3.17. p19)

7 We do not accept that a prime objective of the development should be to recoup the money spent buying the land from Stock Conversion. But even if this was to be an objective there would appear to be confusion in the Council's estimates of the amount of offices required. In 1973, during a period of high office rents, the Council considered that 85,000 sq.ft. of offices would be necessary to make the scheme viable. In 1974 after the slump in the property market, it considered that 300,000 sq.ft. would be necessary to make it viable. Now they claim that there will shortly be a rise in the demand for offices and yet they still claim that 300,000 square feet will be necessary. Either there will be an increased demand for offices, in which case rents will rise and

the scheme could be viable with less than 300,000 sq.ft. of offices, or there will not be an increase in demand, in which case Camden should not be building offices anyway. The Council can not have it both ways.

(It is impossible for us to comment further on the financial aspects without having access to calculations prepared by the Council's valuation department which have not been made public yet).

8 Finally we believe that Council's intention to build 300,000 sq.ft. of offices on this site represents a breach of faith with the people of Camden, who for many years have consistently indicated their opposition to this kind of development. One of the many reasons why people supported the Council in buying the land from Stock Conversion was because they believed that Camden Council would be able to build a more socially desirable scheme. When buying out the developers the Leader of the Council Frank Dobson endorsed this view declaring 'We believe we can do the scheme with fewer offices and more housing than proposed by the developers, and gain the advantage of owning the property'. (Evening Standard 5 June 1973). The current scheme contains more offices and less housing. The people of Camden have fought for a long time over Tolmers square. They should not be let down now.

We request a public inquiry

The above document was signed by 72 people living or working in the area directly affected and form the basis for the present proposals.

TO: LONDON BOROUGH OF CAMDEN  
 cc: GREATER LONDON COUNCIL  
 DEPARTMENT OF THE ENVIRONMENT

TOLMERS VILLAGE

BACKGROUND

For almost 20 years the future of the Tolmers Square area has been in dispute. Private developers (in particular Joe Levy's Stock Conversion and Investment Trust) have tried to build offices while the Council has tried to build housing. The result has been stalemate so that the area has suffered extreme planning blight and a thriving community has been virtually destroyed. Property has been left empty and allowed to decay. The population has declined by almost a half and many small businesses driven out.

In 1973, Camden Council were about to sign a deal with developer Stock Conversion and Investment Trust which would have allowed the developers to build 250,000 sq. ft. of offices in exchange for some subsidised housing land. (It was estimated that the developers would have made £20 million pounds profit from the deal.) But a borough wide campaign persuaded Camden to reject the deal and commit itself to bringing the land into public ownership. This happened in June 1975 when Stock Conversion sold its holdings in the area (6 acres) for some £4 million. In the meantime, Camden Council, persuaded largely by the Tolmers Village Association (a local community association of residents and workers), changed its plans from total redevelopment to partial redevelopment and rehabilitation including a maximum of 85,000 sq. ft. of offices. On a number of sites rehabilitation is now under way and some new housing is almost completed.

However, in April 1976 the Council announced new plans for Tolmers including an office development of 300,000 sq. ft. (an Office Development Permit for this figure was granted in August 1976), which would destroy what remains of the area. Specifically, there would be a massive reduction in housing stock, from the present 100,000 to 55,000 sq. ft., and the loss of many shops, small businesses and light industry. Even where new shops are being offered, the prohibitive rents would put some people out of business.

In August 1977 the Council applied for planning permission to which Tolmers Village Action Group sent its objections, signed by many local people.

The primary objection is that the Council is proceeding with the development in an unacceptable way in view of the fact that the site is in public

STATEMENT CIRCULATED TO  
 AND SIGNED BY LOCAL  
 ORGANIZATIONS IN OCTOBER  
 1977

ownership. The Council is at present paying over £1 million per annum in interest charges on the loan used to purchase the site. It would seem that recouping this money from a development on this site is its primary objective and that other social and environmental considerations are taking second place. The Council is thus behaving precisely like a speculative developer. (A quote from the Council minutes of 20 July 1977 makes this clear: 'We consider that, in the present market conditions, it will be necessary to grant a planning consent for the full 300,000 sq. ft. of office accommodation to afford the Council the opportunity of recouping the major part of the land and interest charges applicable to the commercial and adjacent housing sites!'). Like the developers before them the Council is simply trying to build as much as it can of the most profitable form of development within the limits imposed by central government.

It is precisely this narrow-minded attitude towards development in the past which has led to the social and environmental problems of our cities today.

We believe the Council's development should be based on a different set of criteria founded on social need, thus serving the purpose of bringing the land into public ownership. It should consider what is worth retaining on the existing site and then see what can be added, rather than design an office block and then see what else will fit on the site.

The Council's new development should:

1. Provide new facilities which relate to the needs of people who live and work in the area itself, in the immediate vicinity, in Camden, and in London as a whole.
2. Retain and enhance what remains of the architectural and historic heritage of the area.
3. Provide a balanced, diverse and small scale environment in keeping with the scale and character of the existing social and physical structure of the Tolmers area.

Specifically we believe this means rejecting the Council's current scheme and proposing instead the following:

1. Rehabilitation of all existing houses, shops, small businesses and light industrial premises wherever possible and, if this is needed.
2. Development of new housing, light industrial and craft workshops, social and leisure facilities (surgery, launderette, cinema, open space etc.) on existing vacant sites. This will provide much needed employment, homes and social services for the people of Tolmers and Camden.
3. The right of all residents, shops, small businesses, restaurants, etc. to remain in their existing premises or to be relocated in the area if they so wish.
4. That a plan for the area based on social need be drawn up by the people who live and work in Tolmers, and by representatives from other residents

We object to the present scheme because:

1. 300,000 sq. ft. of offices will dominate the remainder of the scheme making it less possible to:
  - a) rehabilitate the Square itself because of overshadowing
  - b) provide other uses in sufficient quantity.

This document has been signed by the following organisations:

Camden Federation of Tenants and Residents

Kings Cross Community Association

Camden Square Tenants Association

EGA Campaign

T&GWU ACTSS 1/524 Branch

Kingsgate Neighbourhood Association

Fitzrovia Neighbourhood Association

Alan Berson Ridgemount Gardens Association

2. The minimum of 55,000 sq. ft. of housing proposed (which will almost certainly become a maximum) is less than the 100,000 sq. ft. currently in use as housing on this site. The Council is proposing to cut housing whereas it should be aiming to extend it.

3. Tolmers Square would almost certainly be destroyed (according to the most recent reports produced by architects Renton Howard Wood Levin). This is undesirable because:

- a) The Square if rehabilitated is capable of housing more people with higher space standards for comparable if not less cost than new development.
- b) The Square is of architectural and historic interest. (Camden Civic Society have declared their opposition to its demolition).

4. Building 300,000 sq. ft. of offices is a waste of resources. At least 500,000 sq. ft. of offices on the Euston Road between Great Portland Street and St. Pancras Station are currently advertised as being unlet and available, not to mention Centre Point less than 1 mile away.

5. The offices will not provide jobs for those people of Camden who need them most. An office block will do little for the unemployed and low-paid workers of Camden, and nothing to stop the rapid decline of skilled industrial jobs in the borough and Central London.

6. Finally we believe that Council's intention to build 300,000 sq. ft. of offices on this site represents a breach of faith with the people of Camden, who for many years have consistently indicated their opposition to this kind of development. One of the many reasons why people supported the Council in buying the land from Stock Conversion was because they believed that Camden Council would be able to build a more socially desirable scheme. When buying out the developers the Leader of the Council Frank Dobson endorsed this view declaring 'We believe we can do the scheme with fewer offices and more housing than proposed by the developers, and gain the advantage of owning the property.' (Evening Standard 5 June 1975). The current scheme contains more offices and less housing. The people of Camden have fought for a long time over Tolmers Square. They should not be let down now.

Signed:



The following photograph shows the south side of Tolmers Square. The house, second from left, is an example of how the houses could look if rehabilitated.

WHY DO WE NEED A PARTNERSHIP WITH A DEVELOPER?

Ever since the Council purchased the land it has indicated its intention to develop Site 1 XYZ in partnership with a developer.

It is understood that there are several developers interested in such a partnership but no details have been released. We can see no reason why the Council cannot develop the site itself using consultants if necessary. All the revenue from the scheme would then be returned to Camden instead of only a proportion.

This would mean that the scheme could be economically viable with a much smaller office block. The detailed implications of a partnership with a developer cannot be calculated until the terms of such a partnership are known. The Council should make these public immediately.

The Council apparently considers it needs to enter into a partnership because it lacks the expertise in development, management and in playing the market. While this may unfortunately be true, there is no reason at all why the Council should not employ consultants on a fee basis to carry out these tasks. (Alternatively of course it could hire the personnel directly.) The Council has already employed consultant architects for the whole Tolmers Square development and it could hire estate managers and builders on the same basis.

The other reason given for a partnership is the need to share the risks involved in an office development. This is a totally spurious argument. If the risk involved is sufficiently great then the council should consider whether it ought to be embarking on the project at all. Although a developer would share the risk, the extra amount of offices necessary to cover the developers share of the profits would mean that the total risk would be greater. If the Council builds less offices there will be less risk. Developers are not in business to act as insurance brokers for councils.

We believe therefore that the Council should reject the idea of a partnership with a private developer, and it should carry out the development itself.

## THE PLAN - DESCRIPTION

Our scheme is concerned with providing housing, social facilities, industry and other uses, in that order of priority, at the same time as ensuring high environmental quality.

### Housing

#### a) Rehabilitation

##### 1. 155 Drummond Street to the Palmerston Pub.

This row of houses and shops should be retained because most of the shop keepers and residents want to stay where they are because they provide a service to the area, and because the houses are picturesque and form an important part of the street scape. The Palmerston Pub is a fine example of Victoriana and has been strongly defended by the Victorian Society and other bodies. (See photo page 33)

The reasons for rehabilitating Tolmers Square have already been stated : We believe that if rehabilitated the Square could provide more people with higher space standards for comparable if not less costs than could be obtained from new building. This is partly due to the standards and cost yardsticks applied to new housing and partly due to the fact that the existing layout is particularly good for housing. The inward looking terraces create a sheltered space in between which is watched over from all sides making it particularly good for young children. (an excellent example of defensible space). The form also encourages neighbourliness and a sense of place.

The other reason for renovating the square is that we believe it is of architectural and historical significance for the people of Camden. (see photo page 3)

We have not worked out detailed proposals for the rehabilitation. Arup Associates structural engineers have stated that there is no structural reasons why the buildings could not be rehabilitated and Renton Howard Wood Levin have shown that it is feasible in their report of September 1974 (Report 3). We have several detailed criticisms of their conversion scheme but we do not discuss them here. We should however suggest the building of service stacks at the backs of the houses in which bathrooms and kitchens would be located. This would increase the flexibility of unit types and increase the total floor area.

They could also be used to support balconies of which some would be south facing with views over the gardens and mews. The detailed floor layout plans should be worked out with the future tenants as has happened at Byker in Newcastle and other places with considerable success.

We would also propose that there is no need to replace the staircases in 20 to 25 Tolmers Square which have been converted laterally. The ground floor should be retained as workshops apart from at no. 25 where it is proposed to open up a pedestrian access route through to the community facilities area. The first floor could remain as an office and the top floor could be turned into communal housing or a hostel for single people. (See photo page 35)

#### b) New Building

New multiple housing units should be built on North Gower Street adjacent to no. 183, and on Hampstead Road between Drummond Street and the entrance to Tolmers Square. The latter should be built over shops and main access should be from a protected mews and garden area at the rear.

#### Social Facilities

Social and community facilities are situated in the basement and ground floor of a new block between Tolmers Square and Euston Road. They would be grouped around a small communal garden.

We propose that there should be cinema to replace the Tolmer Cinema demolished in 1973, a variety of sports facilities including a gymnasium, ball courts, sauna etc, a launderette, a large public hall with associated bar and restaurant and a number of smaller rooms with flexible divisions which could be used for a creche, pensioners and youth clubs, cafe, table games, music, and small meetings.

These facilities can be reached from both Tolmers Square and Warren Street tube station corner and would be used by the local residents, workers and others from outside.

Health facilities have been located to the north of the entrance to Tolmers Square from Hampstead Road. If the new health centre currently proposed for Somers Town goes ahead this site could be used for other purposes because there is a need for such facilities in this area.

### Industry

Small workshops are provided in a small new building between Tolmers Square and a mews running in from North Gower Street. A few workshops could remain in Tolmers Square itself. The remainder of the basement and ground floors of the new block on Euston Road also contain space which could be used either for one or two medium sized industries or could be split up into small workshop units. Our attitude towards industrial space is spelt out more fully in the appendix.

### Offices

We have provided office space above the workshops and social facilities on the Hampstead Road to a height of 5 storeys. In our view this is the maximum amount of offices which would be environmentally compatible with other uses on the site. Ideally this space should be put to industrial use. If Camden considers that more offices are required in this area we would point out that there is an area of several acres on top of Euston Station which could be developed with no adverse environmental affects whatsoever.

### Open Space and Circulation

The existing Tolmers Garden should be further landscaped. Trees of a higher quality to the existing sycamores should be planted and more shrubs and a small grassed area should be added.

A new small public open space is provided to the south of the Square which would be surrounded by the social facilities. The existing private gardens to the south of Tomers Square are retained. A semi private garden is created in the small triangle formed by the northside of Tolmers Square, Drummond Street and Hampstead Road.

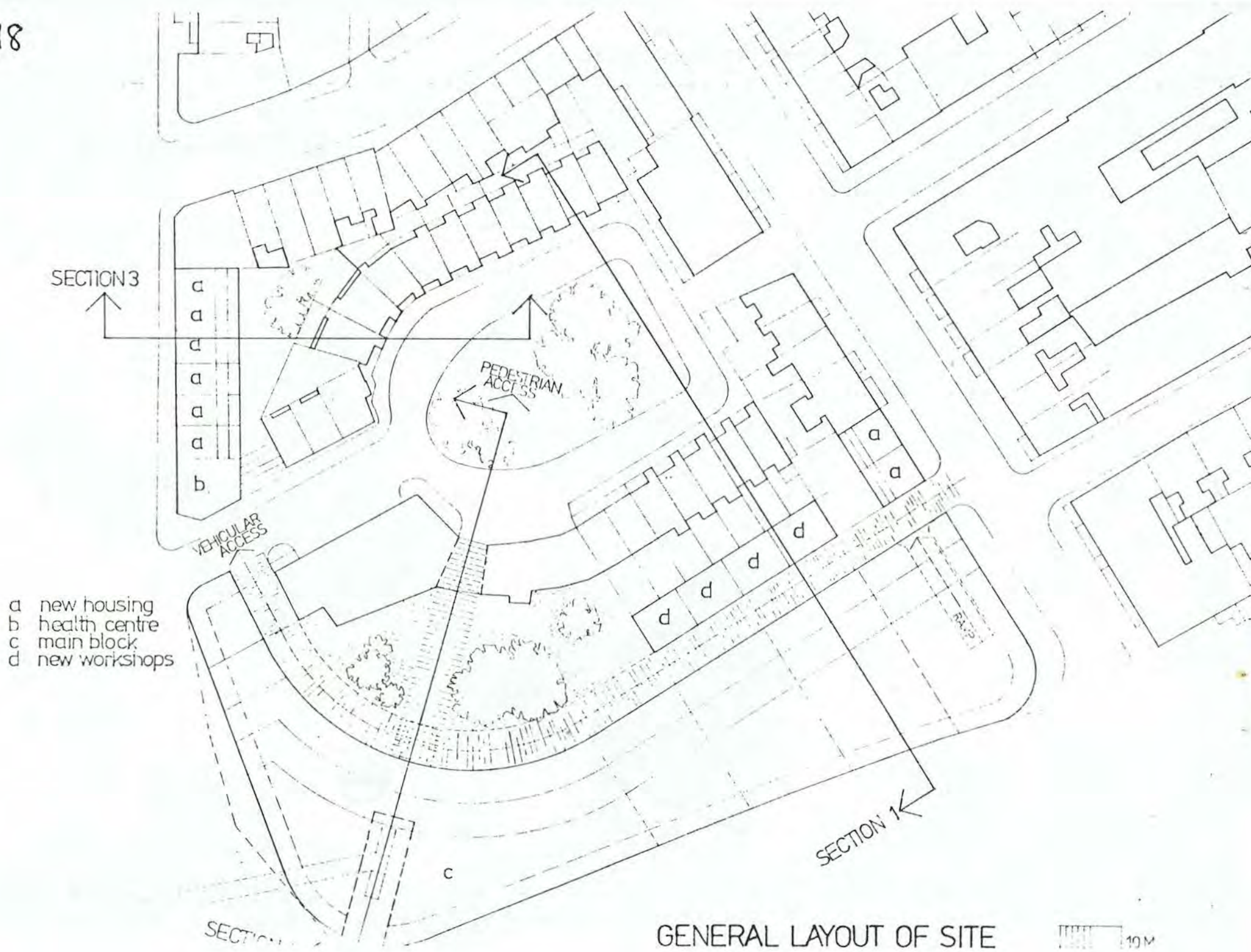
Private roof gardens should be provided on all the rehabilitated housing in the Square and Drummond Street and on the south side of the square this could be extended over the top of the Sangers building. (The potential of roof gardens has not been adequately explored in the Council's housing to date.)

### Circulation

A new mews is created to the south of the square to provide access to the new workshops offices and social facilities. It should be limited to access use only.

A pedestrian link is created from the Warren Street corner through to Tolmers Square, entering the Square through one of the existing workshops.





SECTION 3

a  
a  
a  
a  
a  
a  
b

PEDESTRIAN ACCESS

VEHICULAR ACCESS

- a new housing
- b health centre
- c main block
- d new workshops

a  
a

d  
d  
d  
d

c

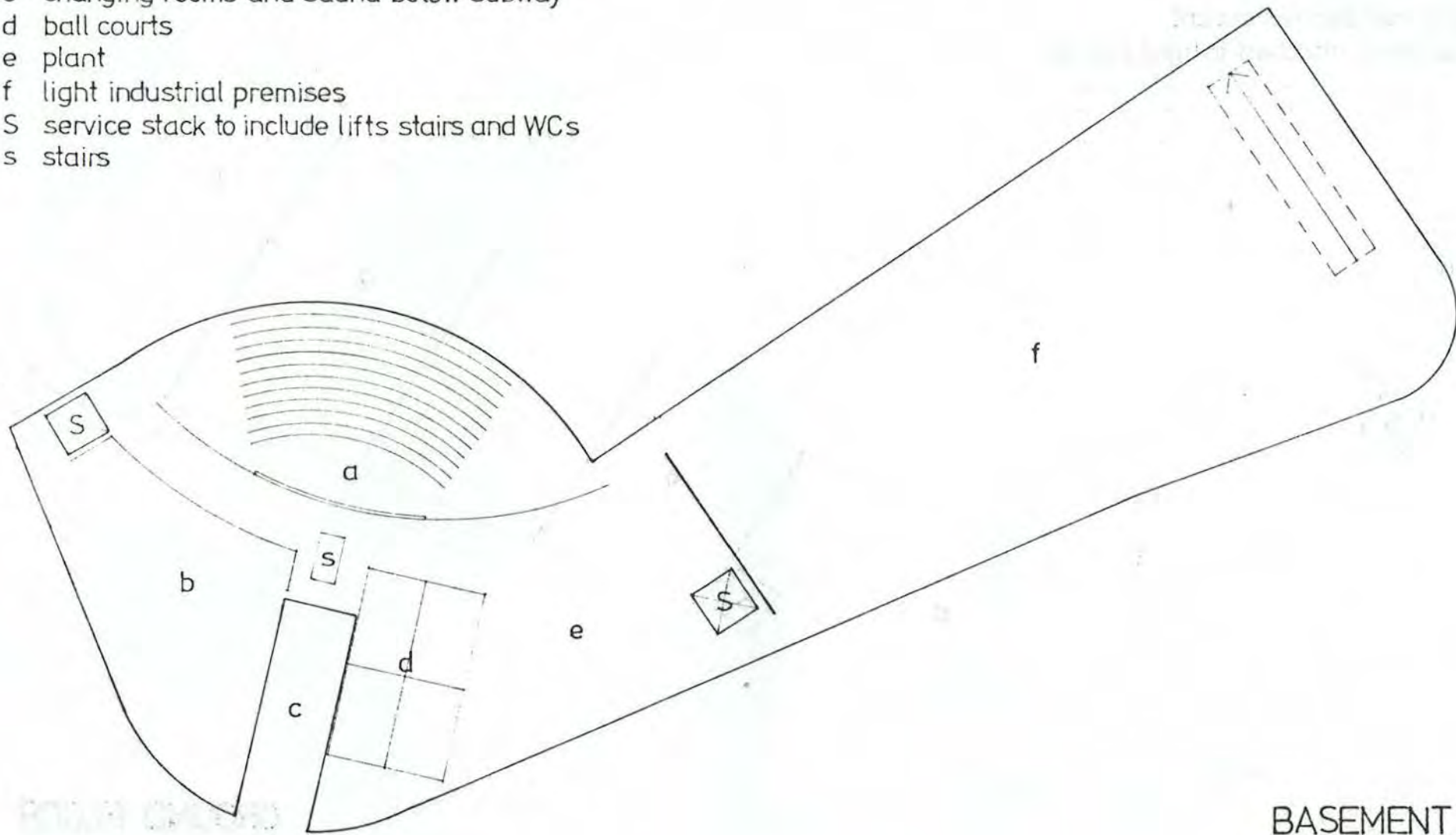
SECTION 1

SECTION 2

GENERAL LAYOUT OF SITE

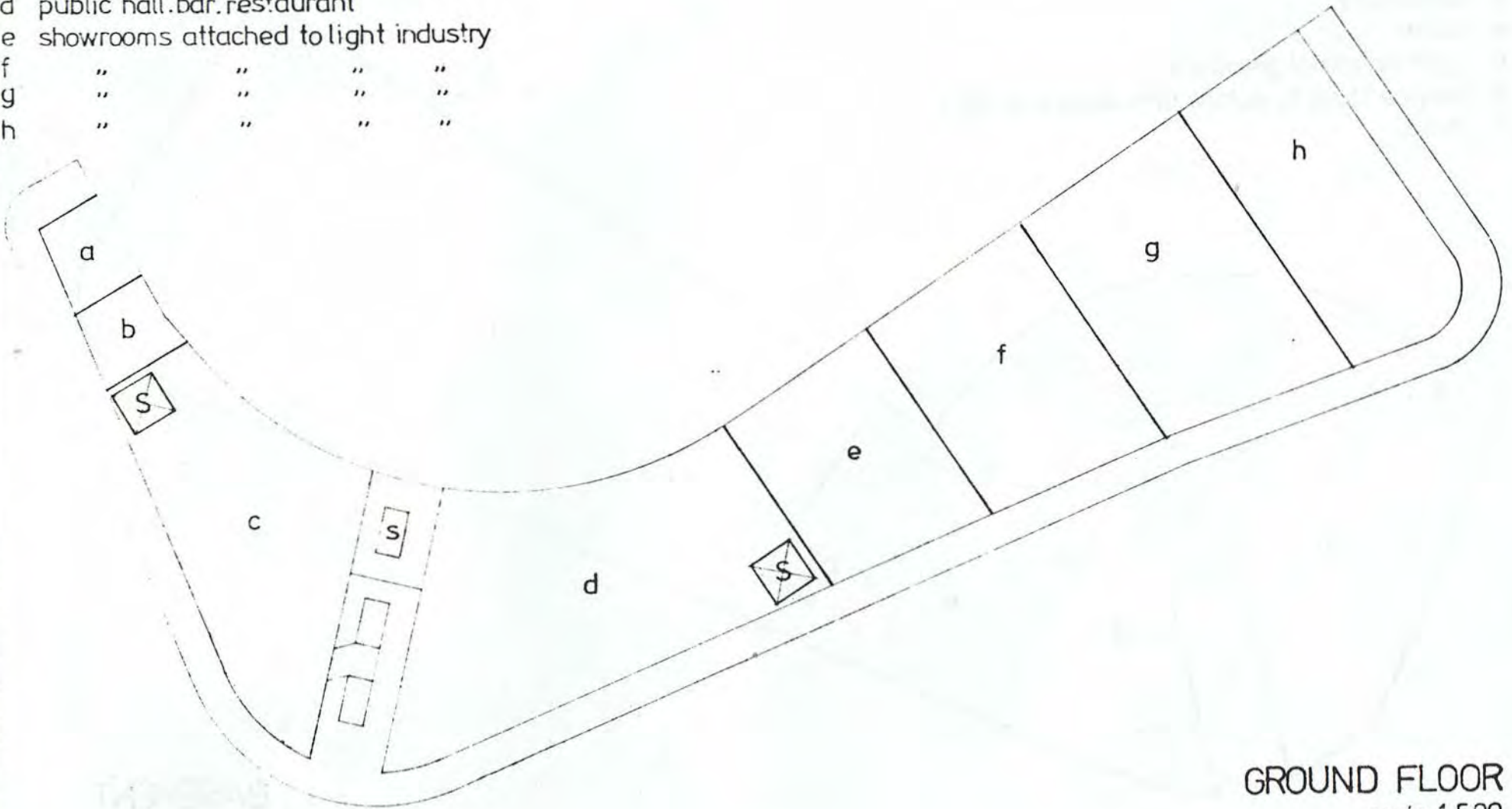


- a cinema
- b gymnasium
- c changing rooms and sauna below subway
- d ball courts
- e plant
- f light industrial premises
- S service stack to include lifts stairs and WCs
- s stairs



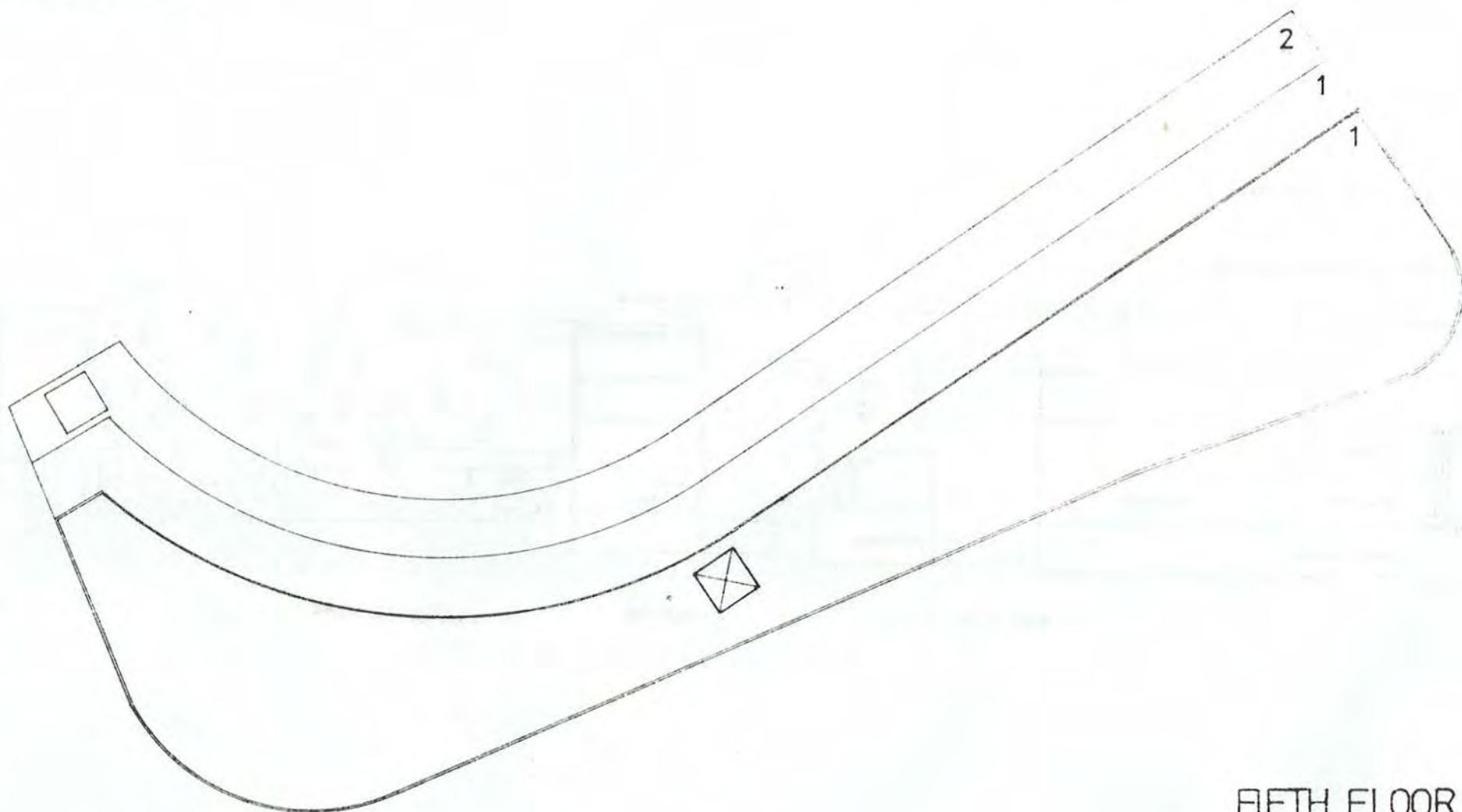
**BASEMENT**  
scale 1500

- a shop unit
- b shop unit
- c club rooms . cafe . creche
- d public hall . bar . restaurant
- e showrooms attached to light industry
- f " " " "
- g " " " "
- h " " " "

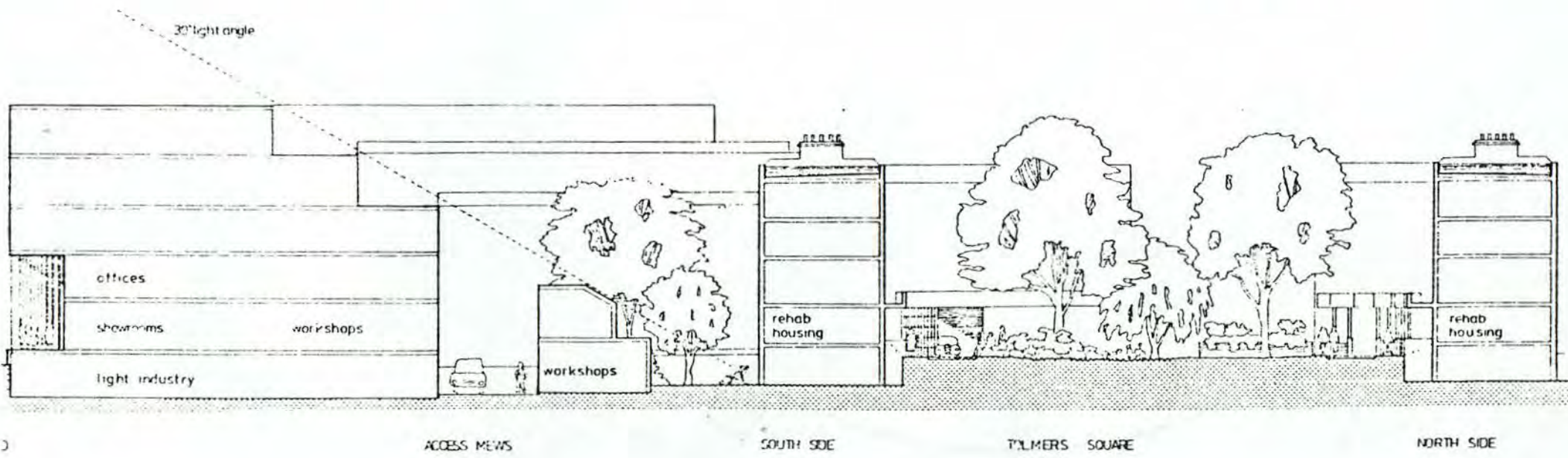


GROUND FLOOR  
scale 1 500

OFFICE ACCOMODATION -  
total of four floors.  
number of floors at each  
size, indicated.



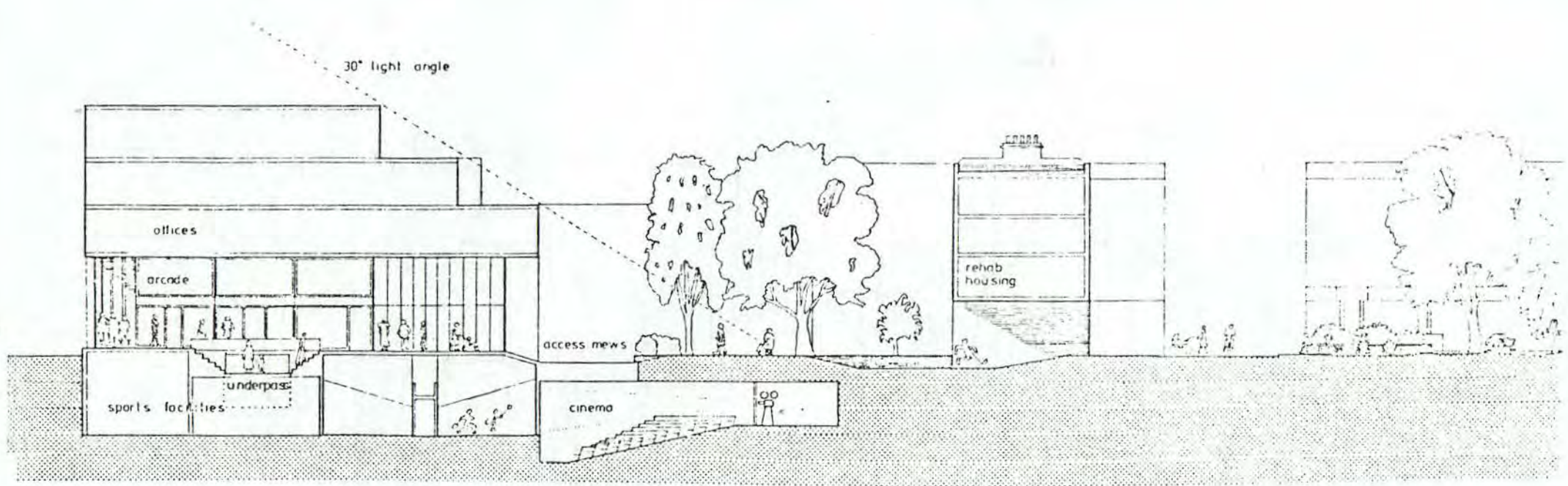
FIFTH FLOOR  
scale 1 500



SECTION 1

NORTH-SOUTH SECTION THROUGH SITE

0 10m



1 / HAMPSTEAD ROADS

PUBLIC GARDEN

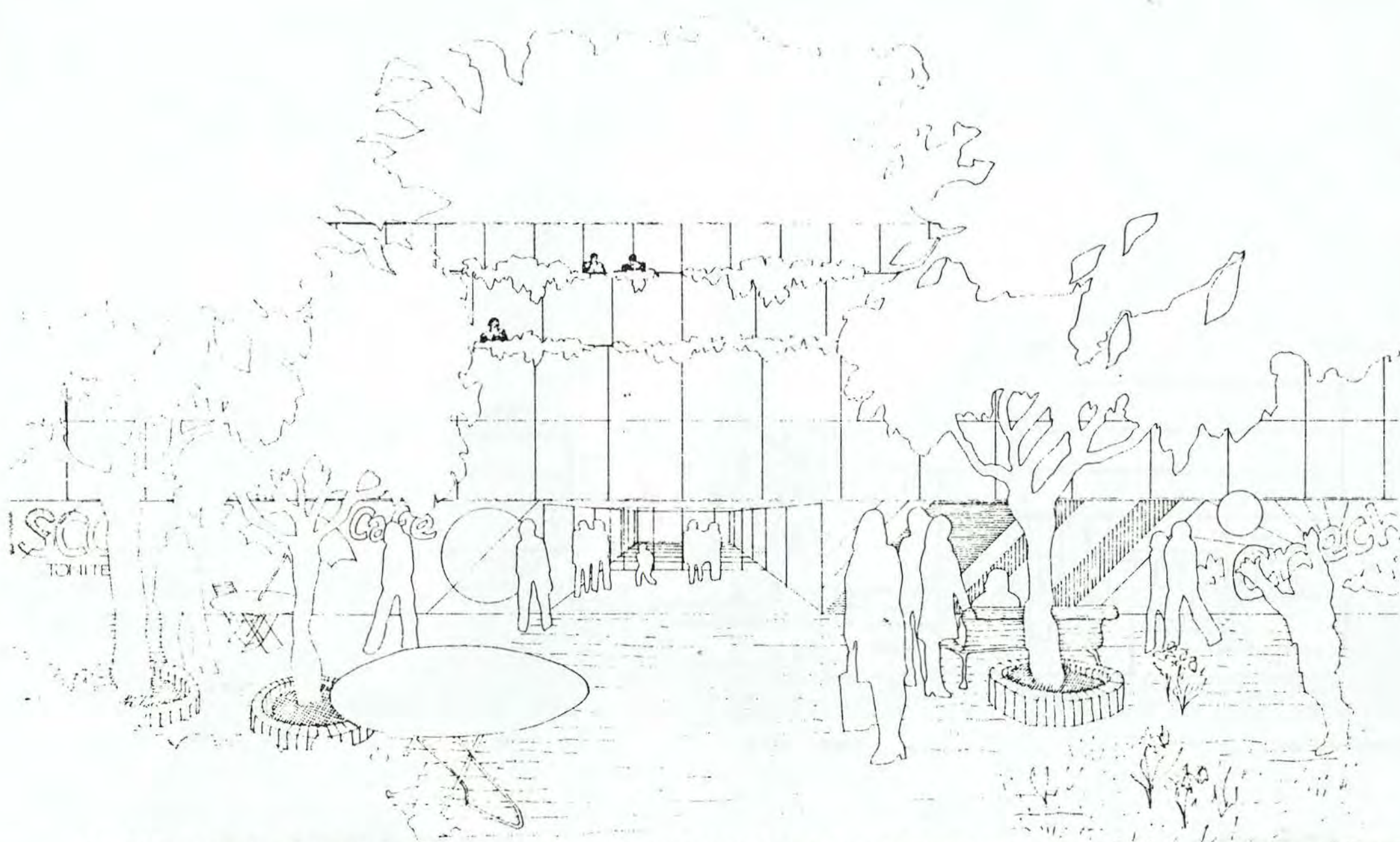
WAY THROUGH

TOLMERS SQUARE

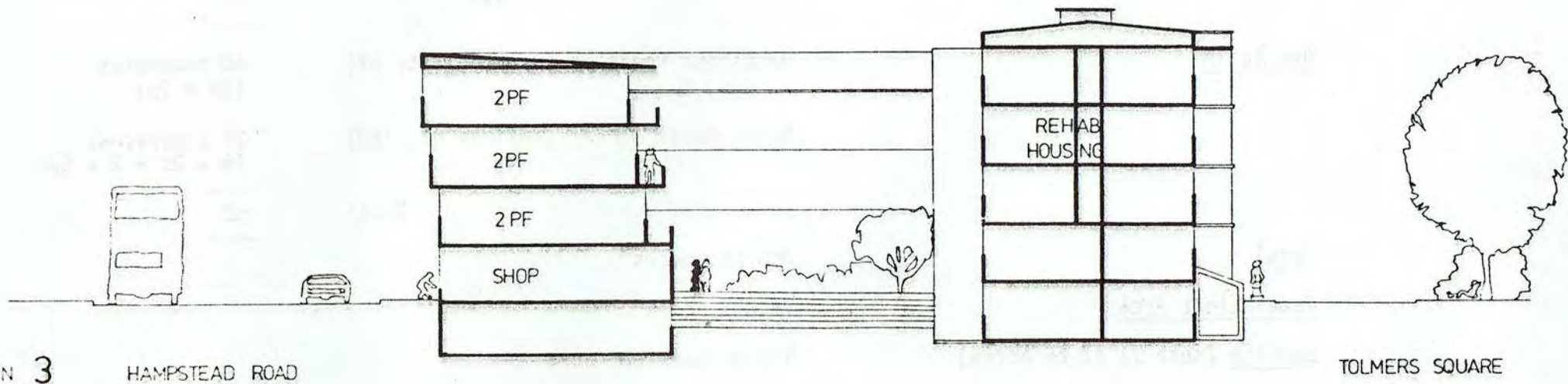
# SECTION 2

SECTION THROUGH PEDESTRIAN ACCESS





PERSPECTIVE SKETCH OF MAIN BLOCK LOOKING FROM COMMUNAL GARDEN



SECTION 3 HAMPSTEAD ROAD

TOLMERS SQUARE

## SCHEDULE OF ACCOMMODATION

## HOUSING

Rehabilitation (note 1)

Drummond Street 155 - 163	30 bedspaces
Hampstead Road, Palmerston	35 "
Tolmers Square Nos 1, 2, 3	35 "
Nos 4 - 13	125 "
Nos 14 - 19	75 "
Hostel Nos 20 - 24	16 "
Total	<u>297</u> "

New Build

Hampstead Road Nos 50 - 58 (site of)	40 bedspaces (20 x 2p)
North Gower Street (next to no. 183)	22 bedspaces (6 x 2p + 2 x 5p)
Total	<u>62</u>

Total

359 bedspaces

Total Floor Area

75,000 sq ft

Density (note 2) (2.65 acres)

135 persons per acre

## SCHEDULE OF ACCOMMODATION (continued)

## SOCIAL FACILITIES

Level 0		12,000 sq ft
Basement		18,000 sq ft
Health Centre		5,000 sq ft
<u>Total</u>		<u>35,000 sq ft</u>

## INDUSTRIAL

Existing	Sangers level 0	4,000 sq ft
New Build	Level 0	20,000 sq ft
	Basements	21,000 sq ft
	Workshops (north of mews)	5,000 sq ft
<u>Total</u>		<u>50,000 sq ft</u>

## SHOPS (incl basements)

Rehabilitation Drummond Street		6,500 sq ft
New Build	Hampstead Road	3,500 sq ft
<u>Total</u>		<u>10,000 sq ft</u>

continued

## SCHEDULE OF ACCOMMODATION (continued)

## OFFICES

Existing (Sangers building)		12,000 sq ft
New Build	Level 1	33,250 sq ft
	Level 2	44,750 sq ft
	Level 3	32,500 sq ft
	Level 4	24,500 sq ft
<u>Total</u>		<u>147,000 sq ft gross</u>

## NOTES TO SCHEDULE OF ACCOMMODATION

Note 1

The density of rehabilitation has been taken from the feasibility study by Renton Howard Wood Levin of September 1974. We would recommend higher space standards which would reduce the number of people housed slightly.

Note 2

The density includes the areas used for purposes other than housing. This is the normal practise but makes the results rather meaningless as a measure of quality. The Council should not be constrained by abstract density figures which have little relationship to the quality of life in diverse inner urban areas (if indeed anywhere). Internal space standards, quality of sound insulation and proximity of services are far more relevant indices.



The old Palmston Pub and adjacent small scale shops with housing above which should be retained.

## APPENDIX

### SOME NOTES ON THE POTENTIAL FOR LIGHT INDUSTRY AT TOLMERS SQUARE

#### Decline of Manufacturing in Camden

The current situation is that the steep drop both in the number of jobs available, and the amount of floorspace on the market is almost certainly continuing at the rapid rate experienced during the period 1961 - 71. Over this decade the numbers employed in manufacturing decreased by 16,000 or 26%, while floorspace in industrial use declined even faster, decreasing 26% in the period 1966 - 71. The causes of this haemorrhage of jobs and wealth from Camden are very varied, and in part spring from national macro-economic factors. However, the pressure of rising land prices and rents leading to change of use and the unwillingness of the private sector to provide serviceable industrial units at the right price and of the right size are also important, and relevant to the Tolmers Square area.

#### Change of Council Policy

In April 1977 Camden set up an Employment Sub-Committee specifically to advise on the practical courses towards creation of more jobs locally, and provision of the administrative and economic infrastructure to achieve this. Currently there are plans to provide approximately 400,000 sq ft of new and rehabilitated floorspace on 2 adjoining sites at Kings Cross, while at three other sites a number of new small workshops are being or will be constructed as part of redevelopment schemes. It is likely that the new jobs located in this floor space will be mainly manufacturing, supplemented by service/repair and warehousing work.

#### Current Provision and the Industrial Floorspace Market

While Camden are admittedly planning to provide a substantial increase in the stock of local industrial floorspace, this will not be particularly well located to cater for one of the principal sources of current demand, the Central Area. The surrounding environment of the Elm Village and Granary developments will also be unlikely to satisfy at least a proportion of potential tenants in the clothing, and other design related trades. There is in any case a strong current demand for small units in the range 1,000 to 3,000 sq ft, which would justify additional floorspace located in relatively small amounts close to the Central Area.

continued

## APPENDIX cont

Tolmers Square's Economic Role, Past and Present

Up to the mid 1960's one of the economic functions of the Tolmers Square area (both east and west of Hampstead Road) was to accommodate a large number of small manufacturing and service/wholesaling/repair concerns (see The Decline of Manufacturing in Camden : A Framework for Public Policy by N R Beddington Paragraphs 3.1 to 3.7). These were inserted into the backlands of an originally residential area or used converted shops, often occupying cramped and low quality premises. However, they provided many jobs, and were often links in a developed chain of small businesses whose network spread well outside the locality. From the late 1950's many businesses closed their doors as a result of rising rents, an inability to expand locally and the decay induced by property speculation. However, the area was still attractive to some new businesses, principally in the clothing and food processing trades because of its closeness to the West End.

Local Loss of Industrial Floorspace

In 1951 there were at least 28 manufacturing and non retail service concerns in the area; in 1977 there were approximately 12. Allowing for an average of 1500 sq ft per concern, this means that there has been a loss of approximately 24,000 sq ft of industrial floorspace in the locality since 1951. Several other parts of the Central Area close to Tolmers Square have also lost substantial amounts of light industrial space, notably the Stephen Street/Gresse Street section of the EMI development close to Tottenham Court Road station. Camden's plans for residential redevelopment will cause the loss of a substantial proportion of the remaining floorspace.

The Potential for New Floorspace

Evidence from estate agents and from the Council valuers shows that there is a healthy overall demand for small units. However, a number of specific industries likely to want local floorspace can be pinpointed. These are clothing, with some local establishments, but heavily concentrated away to the north of Oxford Street; specialist food processing, linked to the heavy local concentration of Asian retail food and confectionary outlets; also film and TV studios, and film processing and car and truck hire, storage and servicing of the type already represented by Avis Rentals, the giant firm located on Euston Road. New floorspace should be designed broadly to suit the requirements of these local industries, although being capable of accommodating a range of other possible tenants.

continued

## APPENDIX cont

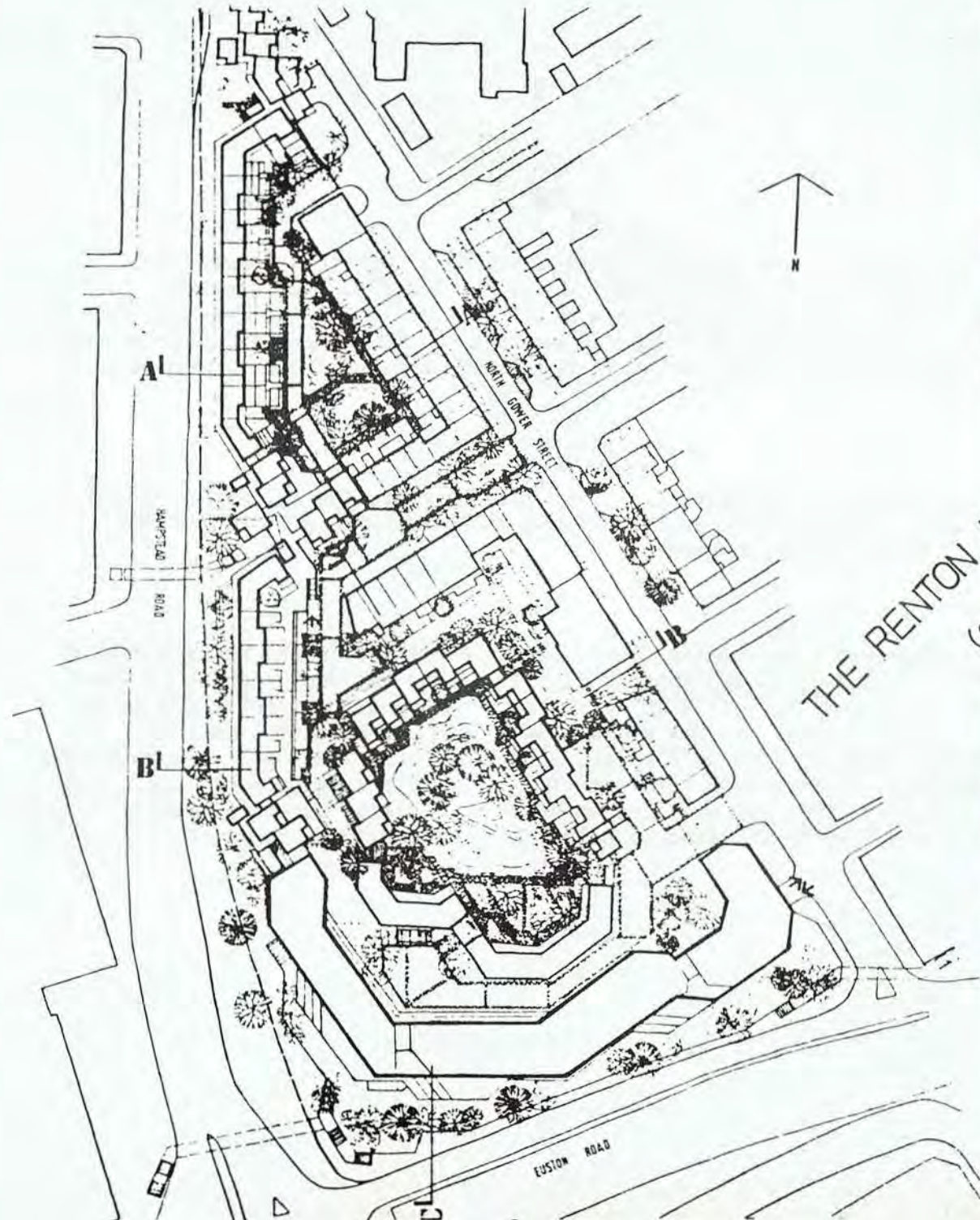
The vehicle rental space would need to occupy ground floor/basement space only, but this should prove no problem where space is available beneath office development. Consideration should be given to developing space as a clothing trade centre; this would include a full range of industrial services such as workshops, capitalising on the area's excellent links to Oxford Street and to the Camden/Islington manufacturing district. Rent levels should reach £2.00 - £2.50 per sq ft for light industrial and warehousing and £3.00 for commercial space.

Sangers Warehouse, Tolmers Square

This large and structurally sound former warehouse building could probably be converted for light industrial use, thus catering for some of the users, such as food processors who could not afford rents for new floorspace. Rent levels of £1.25 - £1.75 would be achieved.

Employment and Wage Levels

As far as possible employment in new development at Tolmers Square should be linked to the requirements of current and potential residents. The 1971 Census showed that the skills of the resident population were heavily manual, while Euston Ward was noticeable for its high level of unemployment (currently 2/3 of the unemployed registered at the Camden Town Job Centre are either semi-skilled or unskilled). While any new office development will provide a large number of semi skilled and unskilled jobs, these will generally pay medium to low level wages. It is important that as many manufacturing jobs, with average wage levels some £10.00 per week higher than service industry jobs, are provided in order to maximise potential family incomes. Possibly a small branch skill centre could also be provided to help train new employees for more skilled jobs.



THE RENTON HOWARD WOOD LEVIN SCHEME  
(COMMISSIONED BY CAMDEN COUNCIL)

# SITE LAYOUT