

**Poke House**

**Design & Access Statement**

**Percy St London**

**Address – 3 Percy St London W1T 1DE**

1. **Context:** The site (formerly Ahi Poke) is located on Percy St - Fitzrovia in a prominent & busy position to customers coming from both directions & is located adjacent to many restaurants. It is approximately a 5 minute walk to Tottenham Court Rd Underground Station on the Northern line.



**1.1 History and Listings:** The property is located in the heart of Fitzrovia London and is noted under British Listed Buildings as follows:

*3 terraced houses with later shops. 1764-1770, altered. Built
by W Franks and W Reeves. 3 storeys, attics and basements;*

*No.3: reddened brick with slated mansard roof and dormer.
Rusticated stucco ground floor with stone lst floor and 1st
floor sill bands and cornice. C20 bowed shop window.
House/shop entrance round-arched with pilaster-jambs carrying
cornice head; fanlight and panelled door. Gauged brick flat
arches to recessed sashes. Parapet. INTERIOR: not inspected.
(Survey of London: Vol. XXI, Tottenham Court Road and
Neighbourhood, St Pancras III: London: -1949: 7-11).*

**Entry Name:** 1, 2 and 3, Percy Street

**Listing Date:** 14 May 1974

**Grade:** II

**Source:** Historic England

**Source ID:** 1113258

**English Heritage Legacy ID:** 477736

All works & signage therefore will require Listed Building Consent

**2.0. An Assessment of Significance**. Having reviewed the history of the property, its relative originality and condition. Brown Studio would consider this property significant.

**3.1 Significance within the Conservation Area**. The applicant acknowledges the properties significance within the Conservation Area.

**4. Proposals.** Please refer to drawings;. Design and Access Analysis - Impact of the Proposed Development Installation of new signage & decorations only

**5.1 Use** - The use and zoning are not affected by this proposal

**5.2 Scale** - The scale is not affected by this proposal

**5.3 Appearance** - The proposed application is for new signage & decorations only

**5.4 Materials** - The materials are not affected by this proposal.

**5.5 Layout** - The layout is not affected by this proposal. Entry and exit points remain as existing.

**5.6 Amount** - The volume of the building is not increased or decreased by this proposal.

**5.7 Access** - The access is not affected by this proposal. Entry and exit points remain as existing. Sightlines and mobility are not hindered or made worse than existing by this proposal.

**5.8 Sustainability** -The sustainability of the property is not affected by this proposal

**5.9 Servicing** - Servicing of the property is not affected by this proposal

**5.10 Landscaping** - The landscaping and public realm outside of the volume of the property, is not impacted by this proposal.

**6. Conclusions**. The documents submitted to this application addresses the properties historic significance, it’s context, photos of the existing property, along with elevations of the proposed design fully satisfies the requirements of the council to make an informed decision.

**6.1 Impact of the proposals on the Conservation Area-** Minimal and Reversible. The constantly evolving retail landscape of London allows for flexibility when reviewing planning applications. The application sits comfortably within these guidelines.

**6.2 Impact of the proposals on the Architectural Significance?** Minimal and Reversible. The application calls for the installation of new signage only