

**Kings Court, 64 Tottenham Court
Road, W1T 2ET
London Borough of Camden**

BUILT HERITAGE ASSESSMENT | AUGUST 2023

On behalf of Chipotle



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Laurie Handcock
Director
lhandcock@iceniprojects.com
020 3725 3853



Rebecca Mason
Associate
rmason@iceniprojects.com
07776 530 771



Oliver Taylor
Consultant
otaylor@iceniprojects.com
07823 457 244

Section 1

Introduction.

Introduction

- 1.1 This Heritage Statement has been prepared on behalf of Chipotle ('the Applicant') to support a full planning application at Kings Court 64 Tottenham Court Road, W1T 2ET ('the Site') within the London Borough of Camden. It provides an assessment of the anticipated heritage impacts of the proposed development.
- 1.2 The Site is listed Grade II and is located within the Charlotte Street Conservation Area.
- 1.3 This report will:
 - Set out the relevant legislative and policy framework within which to understand the proposed development of the site;
 - Provide a proportionate and robust analysis of the site and surrounding area's historic development;
 - Describe the site and identify relevant heritage assets, their significance and the contribution of their setting to significance;
 - Provide an assessment of the potential effects to the setting of identified heritage assets resulting from the proposed development.
- 1.4 The report is produced by Icen Projects. Specifically, it is authored by Oliver Taylor BA (Hons), Consultant, with review by Rebecca Mason, BA (Hons), MA, IHBC, Associate. Laurie Handcock MA (Cantab) MSc IHBC MCifA, Director - Built Heritage & Townscape has provided Director sign off.



Figure 1.1 The Site (outlined in red indicatively)

Section 2

**Relevant Planning Policy,
Legislation & Guidance.**

2 | Relevant Planning Policy, Legislation & Guidance

Introduction

<p>2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.</p> <p>2.2 Section 66 (1) of the Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that the local planning authority shall have 'special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.'</p> <p>2.3 Section 72 (1) of the Act states that with respect to buildings or land in Conservation Areas 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'</p> <p>2.4 Relevant development plans include the Camden Local Plan (adopted 3 July 2017) and the London Plan (adopted 2021).</p> <p>2.5 The National Planning Policy Framework (2021) is a material consideration.</p> <p>2.6 Relevant guidance includes:</p> <ul style="list-style-type: none"> • National Design Guide (2021) • National Model Design Code (2021) • Historic England guidance 	<p>2.9 Paragraph 134 advises that 'significant weight' should be given to:</p> <p><i>(a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents which use visual tools such as design guides and codes; and/or</i></p> <p><i>(b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.'</i></p> <p>2.10 Section 16, 'Conserving and enhancing the historic environment', encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach as 'constructive conservation' (Constructive Conservation in Practice, 2009.)</p> <p>2.11 Paragraph 194 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance.</p> <p>2.12 Paragraph 197 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.</p> <p>2.13 Paragraph 199 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. It emphasises that the weight given to an asset's conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.</p> <p>2.14 Paragraph 206 encourages opportunities for new development within, and within the setting of,</p>	<p>Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that preserve those elements of the setting that make a positive contribution to the asset or which better reveal its significance.</p> <p>2.15 Paragraph 207 notes that not all elements of Conservation Areas and World Heritage Sites will contribute to their significance, but that, if harm to their significance is caused, decisions should follow the balancing exercise set out in paragraph 201 and 202, as appropriate.</p>	<p>variety of landscapes and activities, including play (N1), improve and enhance water management (N2) & support rich and varied biodiversity (N3).</p> <ul style="list-style-type: none"> • Public spaces - safe, social and inclusive which: create well-located, high quality and attractive public spaces (P1), provide well-designed spaces that are safe (P2) & make sure public spaces support social interaction (P3). • Uses - mixed and integrated comprising: a mix of uses (U1), a mix of home tenures, types and sizes (U2) & socially inclusive uses (U3). • Homes and buildings - functional, healthy and sustainable by providing: a healthy, comfortable and safe internal and external environment (H1), well-related to external amenity and public spaces (H2) & attention to detail with storage, waste, servicing and utilities (H3) • Resources - efficient and resilient by ensuring that they: follow the energy hierarchy (R1), include careful selection of materials and construction techniques (R2) & maximise resilience (R3). • Lifespan - made to last by being: well-managed and maintained (L1), adaptable to changing needs and evolving technologies (L2) & with a sense of ownership (L3). <p>2.18 MHCLG recently published the National Model Design Code (2021) which sets out detailed standards for successful design, drawing from the findings of the Building Better, Building Beautiful Commission.</p> <p>2.19 The Guide acknowledges that quality design does not look the same across different areas of the country, for instance, that by definition local vernacular differs. MHCLG, therefore, expects that local planning authorities develop their own design codes or guides, taking into consideration the National Model Design Code. These would be expected to set clear parameters for what good quality design looks like in their area, following appropriate local consultation.</p> <p>2.20 This supports paragraph 134 of the NPPF, which requires that "development that is not well designed should be refused".</p>
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National Policy

National Planning Policy Framework (NPPF, July 2021)

2.7 At the core of the National Planning Policy Framework ("NPPF"), is the focus on sustainable development.

2.8 Section 12, 'Achieving well-designed places', reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in paragraph 130, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).

National Guidance

National Design Guide (2021)

- 2.16 In September 2019, the Ministry of Housing, Communities and Local Government (MHCLG) produced a National Design Guide illustrating how well-designed places that are beautiful, enduring and successful can be achieved in practice. It was updated in 2021 and forms part of the PPG.
- 2.17 The Guide recognises that well-designed places have individual characteristics which work together to create its physical character. It introduces 10 specific characteristics that would need to be considered when considering new development. These are:
- Context - enhances the surroundings which should: understand and relate well to the site, its local and wider context (C1) & value heritage, local history and culture (C2).
 - Identity - attractive and distinctive and designed to: respond to existing local character and identity (I1), be well-designed, high quality and attractive places and buildings (I2) & create character and identity (I3).
 - Built form - a coherent form of development which includes: a compact form of development (B1), appropriate building types and forms (B2) & creates destinations (B3).
 - Movement - accessible and easy to move around, comprising: a connected network of routes for all modes of transport (M1), active travel (M2) & well-considered parking, servicing and utilities infrastructure for all users (M3).
 - Nature - enhanced and optimised to: provide a network of high quality, green open spaces with a

2 | Relevant Planning Policy, Legislation & Guidance

Planning Practice Guidance (“PPG”) (June 2021)

- 2.21 The guidance on Historic Environment in the PPG supports the NPPF. Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.
- 2.22 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic:

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 2.23 These regulations remain extant and were in force at the time of the submitted application. Paragraph 3 (1) of the Regulations states that advertisement controls are exercisable only in terms of amenity and public safety, taking account of material factors “(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.”
- 2.24 Paragraph 3 (2)(a) states that “factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest”.
- 2.25 Public Safety issues are also referred to within the Regulations at 3 (2)(b)(i) where it is stated “the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome” should be considered.
- 2.26 Paragraph 3(4) indicates “unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed”.
- 2.27 As set out above, the Advertisement Regulations state that the provisions of the Development Plan are taken into account ‘so far as they are material’. As rehearsed below, the Development Plan is silent on the issue of advertisement consent proposals.
- 2.28 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

- 2.29 The PPG also provides clear guidance in paragraph 020 on the meaning of ‘public benefits’, particularly in relation to historic environment policy. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Local Development Plan

The London Plan (2021)

- 2.30 Regional policy for the London area is defined by the London Plan. The New London Plan has now been adopted (March 2021). The policies relevant to this application are summarised below.
- 2.31 Policy GG2 requires that proposals make the best use of land by meeting the following requirements [among others not relevant to this assessment]:
- ‘...C. proactively explore the potential to intensify the use of land to support additional homes and workspaces, promoting higher density development, particularly in locations that are well-connected to jobs, services, infrastructure and amenities by public transport, walking and cycling*
 - D. applying a design-led approach to determine the optimum development capacity of sites*
 - E. understand what is valued about existing places and use this as a catalyst for growth, renewal, and place-making, strengthening London’s distinct and varied character...’*
- 2.32 Policy D3 requires that ‘all development must make the best use of land by following a design-led approach that optimises the capacity of sites...[meaning] ensuring that development is of the most appropriate form and land use for the site’. Among other requirements, relevant to this assessment are the following:
- 1 ‘enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout,

orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions’

- 6 ‘provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest’
- 11 ‘respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character’

- 2.33 Policy HC1 Heritage Conservation and Growth requires boroughs to develop evidence that demonstrates a clear understanding of London’s historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London’s heritage in regenerative change by:

- a. ‘setting out a clear vision that recognises and embeds the role of heritage in place-making;
- b. utilising the heritage significance of a site or area in the planning and design process;
- c. integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place; and,
- d. delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.’

- 2.34 Part C - E of Policy HC 1 state that:

“C. Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process”.

- 2.35 Camden has a number of supplementary planning guidance/documents, known in Camden as Camden Planning Guidance documents (CPGs), along with Conservation Area Appraisals which form material considerations for this application.

- 2.36 In addition, the London Borough of Camden are also in the process of preparing their new Local Plan having recently completed the initial engagement stage in January 2023. A new Draft Local Plan and Site Allocations document is expected to be published for public consultation in Autumn 2023.

Camden Local Plan (2017)

Policy D1 Design

- 2.37 The council will:
- ‘seek to secure high quality design in development’
- 2.38 This will include ensuring that design respects local character and context and preserves or enhances the historic environment. Design must be sustainable and of a high quality.

Policy D2 Heritage

- 2.39 The council will:
- ‘preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.’

- 2.40 On conservation areas the council will:

‘require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area’

- 2.41 On listed buildings the council will:

‘resist development that would cause harm to significance of a listed building through an effect on its setting.’

- 2.42 The Site is located within the Charlotte Street Conservation Area. The appraisal for this, which forms additional guidance, will be explored further in this report.

Camden Planning Guidance ‘Advertisements’ (March 2018)

Section 3

**Historic Development of the Site &
Surroundings.**

3 | Historic Development of Site & Surroundings

3.1 Up until the mid 18th Century, the Site was part of open agricultural land to the northeast of the city (see figure 3.1), which at this point was traversed via Tottenham Court Road, leading from London to the ancient manor of Tottenham Court. The land around the Site was primarily owned by this manor, which was purchased by the Fitzroys towards the end of the 18th Century. It was this purchase which led to the urbanisation of the area that is now called Fitzrovia, centred around the grand development of Fitzroy Square (designed by the Adam brothers and begun in the 1790s).



Figure 3.1 Rocque's Map of London (1746). Approx. Site location circled. Source: layersoflondon.org

3.2 It was during this late 18th Century period of development that the land on which the Site is located was developed, from the 1750s onwards, and this can be seen in Horwood's map of 1799 (figure 3.2). The map shows rows of terraced buildings of speculative development laid out east to west from Tottenham Court Road to Whitfield Street, forming a small block.

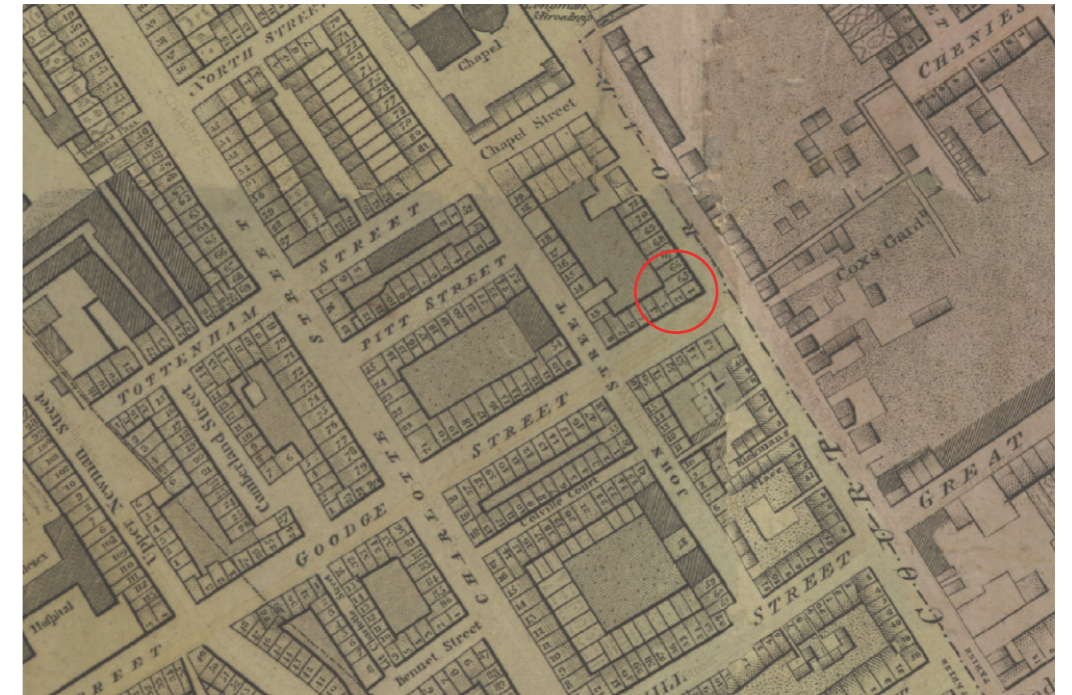


Figure 3.3 Horwood's Map of London, 1799. Approx. Site indicated. Source: layersoflondon.org

3.3 During the later 18th and 19th centuries the area declined in popularity as a residential suburb for the wealthy and became more mixed, attracting artists, craftsmen and immigrant communities from Europe who established businesses. Shops and public houses were developed or inserted into older buildings and a mix of residential uses, cafes and small businesses established at ground level. This was particularly true for Goodge Street.

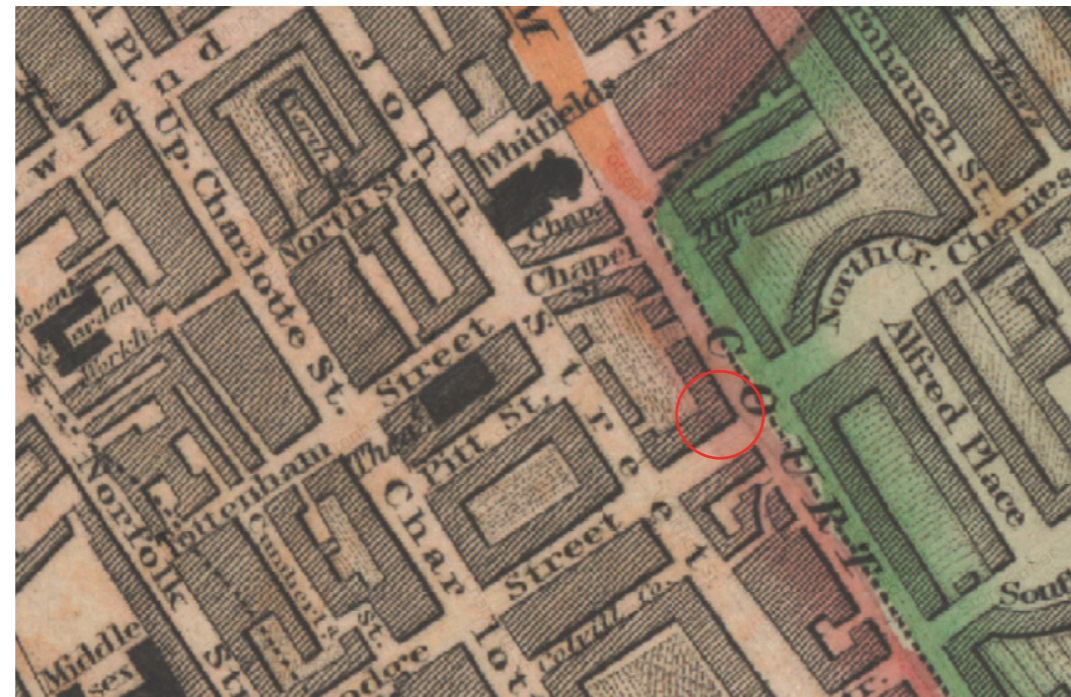


Figure 3.2 Greenwood's Map of London, 1828. Approx. Site indicated. Source: layersoflondon.org

3.4 Prior to its redevelopment, the site can be seen in one of Tallis's drawings of Goodge Street, dated 1838 (see figure 3.3). It shows the previous buildings between Tottenham Court Road and Whitfield Street as a short row of eight structures. The designs show broad similarities, with ground floor shops, large sash windows on the first and second floors, and smaller attic windows on the third, with some slight variations, particularly to rooflines. The Site, occupying a corner plot of a busy commercial road, has a greater degree of prominence. At this time it is operating as a wine and spirit store.

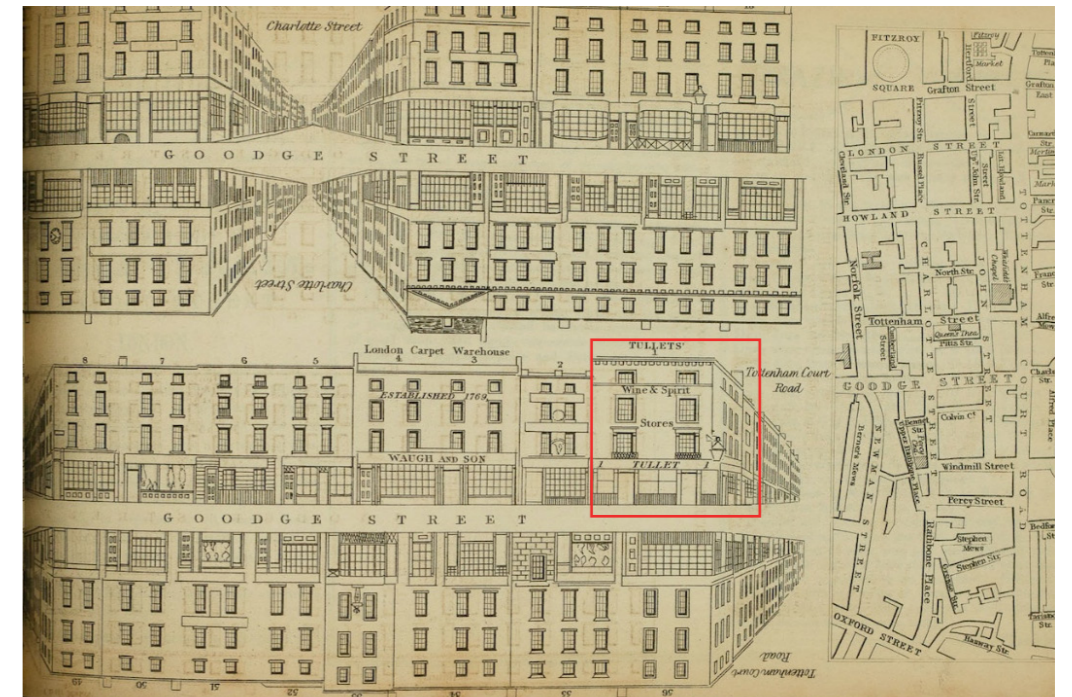


Figure 3.4 Tallis's Views of Goodge Street, 1838. Site identified in red. Source: layersoflondon.org

3 | Historic Development of Site & Surroundings

3.5 This continuity in design is reflected in the opposing row across Goodge Street in Tallis's drawing. As a result, the character of the area was broadly consistent, certainly at the time of its construction in the 18th Century, with the beginnings of modifications in the 19th Century. In OS mapping of the 1870s (see figure 3.5), the Site is identified as operating as a public house rather than a shop as it is in Tallis's drawing.



Figure 3.5 OS Map, 1870s
Source: National Library of Scotland

3.6 During the 19th Century and early 20th Century the Site and the surrounding area were further modified. In 1903 the Site was redeveloped with the present, much grander, Free Renaissance style building, which also resulted in the demolishing of buildings along Goodge Street. This can be seen in the OS map of the 1910s (see figure 3.7). Other buildings, such as Whitfield Court to the west, underwent alterations in the 19th Century, being combined into two buildings by the time of the 1870s OS map. It was entirely rebuilt by the 1910s OS map.



Figure 3.6 OS Map, 1890s
Source: National Library of Scotland

3.7 The area suffered greatly during the air raids of WW2, and much of the buildings along Whitfield Street and Goodge Street were destroyed. The Site itself fortunately received no damage and this can be seen in the bomb damage map and in aerial photography, which shows the structures to the west and south of it completely destroyed by a V1 rocket (see figures 3.9 and 3.10).



Figure 3.7 OS Map, 1910s
Source: National Library of Scotland

3.8 In the wider area, larger commercial buildings were also built on the location of bomb damage, beginning the process of modernisation of the surrounding area and the decline of the 18th Century grain which had so characterised the area. The proximity to Central London and the growth of commercial and entertainment industries in the area has catalysed the densification of the urban grain, with the inclusion of taller buildings.

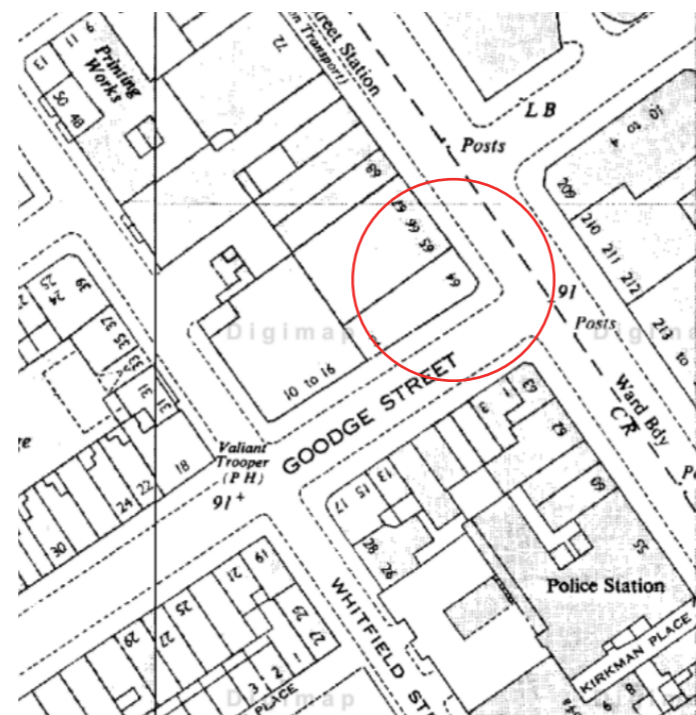


Figure 3.8 OS Map, 1960s
Source: National Library of Scotland



Figure 3.9 Survey of bomb damage, 1945
Source: layersoflondon.org

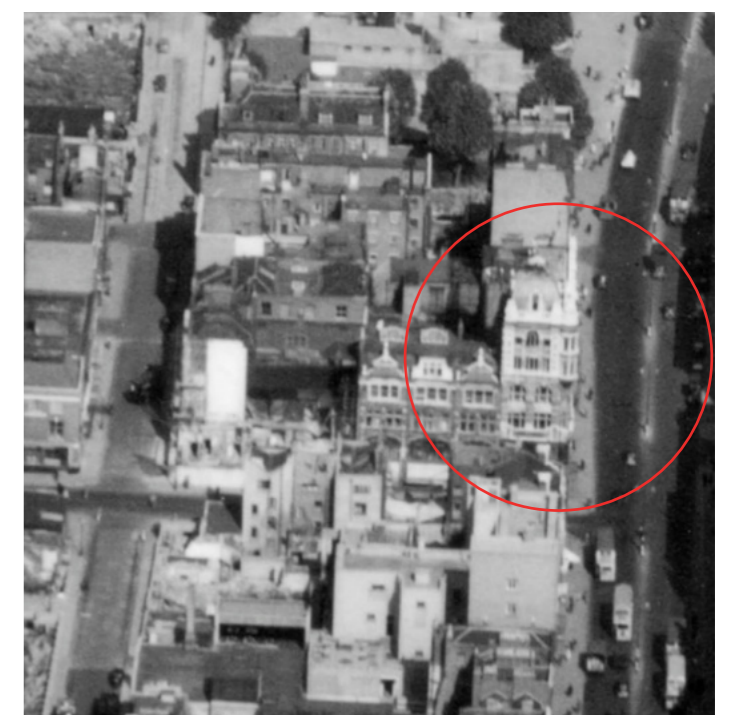


Figure 3.10 Aerial photograph of the Site, 1948
Source: Historic England

Section 4

Site Description and Identification of Assets.

4 | Site Description and Identification of Assets

Site Location

- 4.1 The Site is located at the junction of Goodge Street and Tottenham Court Road. To its west is Whitfield Street and the area of the Charlotte Street Conservation Area. The Site is located approximately 80 metres south from Goodge Street Underground Station. It is currently occupied by a restaurant, Le Pain Quotidien.
- 4.2 The Site is therefore located within a busy and prominent commercial area of London, with a large amount of consistent footfall.

Site Description

- 4.3 The Site comprises of the corner portion of a larger building which, as a whole, is listed Grade II. The building was constructed in 1903 to designs by Henry Alfred Whitburn in the Free Renaissance Style. The building was initially constructed to house the Catesby Department Store, which had been partially on the site since 1885, as well as a public house (the Talbot).
- 4.4 The Site occupies the ground floor. It comprises of an open plan restaurant with a kitchen to the rear. The materiality of the exterior is mainly red brick to the front elevations with a cheaper stock brick to the rear. The brick is accented with Portland Stone and granite, which provides a characteristic Queen Anne revivalist appearance. The interior has been modernised, and comprises of wooden flooring and partial glazed tiling to the walls. The ceiling is a modern insertion when the 2-storey height ground floor was compartmentalised. Modern partitions have also been inserted to create separation between the kitchen and the open-plan restaurant.
- 4.5 The exterior style of the building is elaborate, with a variety of detailing which is indicative of its Edwardian date. This is where the significance of the Site is primarily located. The exterior includes cartouches, Classical columns and turrets. It is a blend of a variety of influences and thus provides an expressive insight into a period of Revivalist building traditions. Of note are the attractive arched windows, which were intended to provide excellent lighting to the spacious ground floors.



Figure 4.1 Interior of restaurant



Figure 4.2 Interior of restaurant



Figure 4.3 Interior of restaurant



Figure 4.4 Interior of restaurant kitchen



Figure 4.5 Interior of restaurant

4 | Site Description and Identification of Assets

Identification of Assets

- 4.6 The Site is listed Grade II. It is also located within the Charlotte Street Conservation Area.
- 4.7 Following an assessment and the limited nature of the proposals, other heritage assets in the vicinity will not be affected and as such have been scoped out. This report will include only assessment of the following assets:
- Charlotte Street Conservation Area
 - 64-67, Tottenham Court Road, 2-8, Goodge Street (the Site)



Key



-  Charlotte Street Conservation Area
-  64-67, Tottenham Court Road, 2-8, Goodge Street (Grade II)

Figure 4.6 Heritage asset map

Section 5

Assessment of Significance.

5 | Description of Proposals and Assessment of Impact

Assessment of Significance

Listed Buildings

64-67, Tottenham Court Road, 2-8, Goodge Street (the Site)

- | | | | |
|--|---|--|--|
| <p>5.1 Built in 1903 by Henry Alfred Whitburn in the Free Renaissance style as a carpet and linoleum store with a public house on the corner. It now operates as ground floor shops with offices and residences above.</p> | | <p>architectural style and for the mixed commercial use which identifies the late 18th and early 19th Century development of commerce in this area of London. This varied mixed use character remains and contributes to the charm of the area today.</p> | |
| <p>5.2 It is significant for its extensive presentation of the Free Renaissance Style, incorporating a rich materiality of red brick, Portland stone and granite. The building features many decorative cartouches and panels, with large arched windows framed by Ionic columns. Elegant oriel windows and corner turrets provide visual interest.</p> | <p>5.7 The area's spatial character derives from the densely developed grid pattern of streets and limited open space. Development is predominantly four storeys and set back from the street by a small basement area creating a strong sense of enclosure. The sense of enclosure is intensified on narrower streets.</p> | <p>5.8 Although a range of building types is evident across the conservation area the predominant building type is the terraced townhouse, predominantly 3-4 storeys in height, which contribute positively to the significance of the CA. Roof forms are often defined by a parapet and create a strong and consistent roof line, however, later expansions have introduced mansard roof extensions.</p> | <p>5.11 Modern developments have moved away from these materials, which in some ways has harmed the architectural significance of the CA, however, follows the natural evolution which had begun in the Victorian period. As a result, there is an increasingly more varied use of materiality, particularly in the case of larger amounts of glazing.</p> |
| <p>5.3 Historically the building represents a period of 19th Century revivalist architecture in Britain employing a combination of different characteristics in its use of early Classicism, early Renaissance and later Baroque Interpretations. It is interesting for its purposefully built multi-use function, with its architecture responding to the needs of the public house along Goodge Street (which incorporates the Site), which features a tighter and more intimate mass with smaller arched windows and a lower profile; and the shop along Tottenham Court Road, with more expansive fenestration and loftier building heights.</p> | <p>5.9 Later modern infills, often triggered by the demolition of bomb-damaged structures, have caused some harm to the consistency of historic styles, creating islands and breaks and raising the roof height above the traditional 3 or 4 storey roof line. This is also true of building frontages, which even from the 19th Century show evidence of modification to accommodate changing styles or commercial spatial needs (especially true given many of the ground floors operated as shop fronts). Later modern redevelopments are less sympathetic to the character of the CA and, as a result, the architectural significance of the CA has been somewhat degraded by their introduction.</p> | <p>5.10 The yellow London stock brick is the predominant material used across the conservation area, reflecting the cheapest locally available material favoured in 18th and early 19th century London. Red brick is used as a contrasting feature and in the late Victorian and Edwardian buildings red brick, stone and stucco are employed as contrasting detailing to create increased visual interest to the street frontages. The corner building to the east of the Site is an example of this, exhibiting the Free Renaissance style which became increasingly fashionable in the 19th and early 20th Centuries.</p> | |
| <p>5.4 The Site therefore contributes positively to the Charlotte Street conservation area and to the activation of the junction of Goodge Street and Tottenham Court Road (the latter of which it is chiefly intended to be experienced from).</p> | | | |

Charlotte Street Conservation Area

- 5.5 The initial designation of the Charlotte Street Conservation Area was on 26 March 1974. There were subsequent extensions in 1981, 1985 and 1999.
- 5.6 The Charlotte Street Conservation Area is situated in an area known as 'Fitzrovia' and derives much of its special interest and historic significance from the speculative development phase of 1750-1770 with the three or four storey terraced townhouse being the favoured form. It is therefore historically and architecturally significant for this phase of

Section 6

Description of Proposals and Assessment of Impact.

6 | Description of Proposals and Assessment of Impact

Assessment

- 6.1 The proposals will introduce minor plan form alterations to the ground floor restaurant and kitchen area. This area has been previously altered for use as a restaurant and as such has a modernised and open plan interior, with modern flooring, inserted ceiling and services related to its function as a restaurant.
- 6.2 The significance of the Site is therefore primarily restricted to the primary elevation of the building, where the particular form of the fenestration and the wider architectural scheme of the Site can be appraised. The interior lacks historic fabric and as such special interest. It is therefore suitable for modifications which build upon and/or continue its established use as a restaurant.
- 6.3 The proposals will:
- remove existing modern counters and kitchen equipment presently arranged towards the back of the Site;
 - alter inserted partitions inside and around the kitchen space;
 - insert new cold room in kitchen;
 - expand kitchen operations to rear restaurant area with insertion of counter and kitchen services, including lining the rear kitchen wall;
 - insert new full height and semi-height partitions in the restaurant area to improve diner's privacy;
 - replace flooring and ceiling like-for-like throughout;
 - Re-paint exterior and introduce new branded signage.
- 6.4 The proposals will not affect historic fabric and as such will cause no harm to the significance nor the special interest of the building. The alterations are minimal, with minor changes to established uses within the Site which will read as an appropriate redevelopment. The removal of the full height wall partition is a modern introduction and will therefore not harm the special interest of the building. The
- 6.5 The expansion of the kitchen activities from within the existing kitchen to the rear wall of the Site are appropriate and build upon the current arrangement which features a rear bar area. As such, this is a minor

- alteration and will result in no additional impact on the significance of the Site.
- 6.6 The partitions around the existing kitchen area are modern insertions and as such the proposal to modify these would not harm historic fabric. It provides commercial benefits in providing expanded work space in what is presently a small kitchen unit. The further introduction of mixed full-height and semi-height partitions to the restaurant floor do not amount to a significant alteration to floor plan which would compromise the significance of the Site and we are therefore satisfied that this would not impact the special interest of the Site.
- 6.7 The proposals to replace the ceiling and flooring throughout are acceptable as these will be reinstated like-for-like and are all modern fabric. This is considered beneficial as it will refresh the quality of the interior design scheme.
- 6.8 The basement plan will remain as it currently is, with only minor changes to fixtures and fittings. This will not affect the special interest of the Site.

Exterior

- 6.9 Recognising the historic sensitivity of the exterior of the Site, the redesign of the external branding will incorporate a sensitive design scheme, using shopfront historically appropriate Farrow & Ball paints and unlit aluminium signing to preserve the legibility of the Site's significance (see figure 6.3). This is in line with Camden's guidance around advertisements (March 2018), which requires that advertisements 'must not harm...character and appearance and must not obscure or damage specific architectural features of buildings.'
- 6.10 The proposals build on the existing arrangement, preserving the awnings with a change of branding. As illustrated in figure 6.3, there is little alteration to the existing arrangement of the exterior, with the only noticeable addition the discrete Chipotle branded hanging signage.
- 6.11 As a result of the minor modifications to the ground floor elevations of the Site, we are satisfied that the proposals will not harm the significance or special interest of the Site or of the Charlotte Street Conservation Area. As such, the proposals are

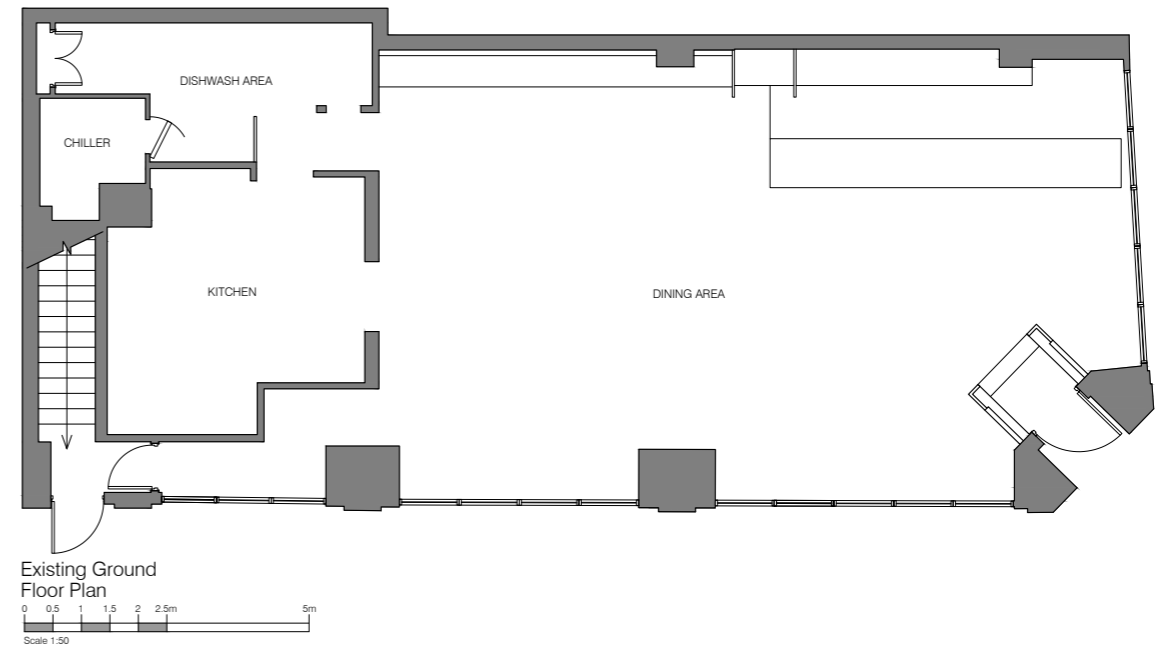


Figure 6.1 Existing ground floor plan

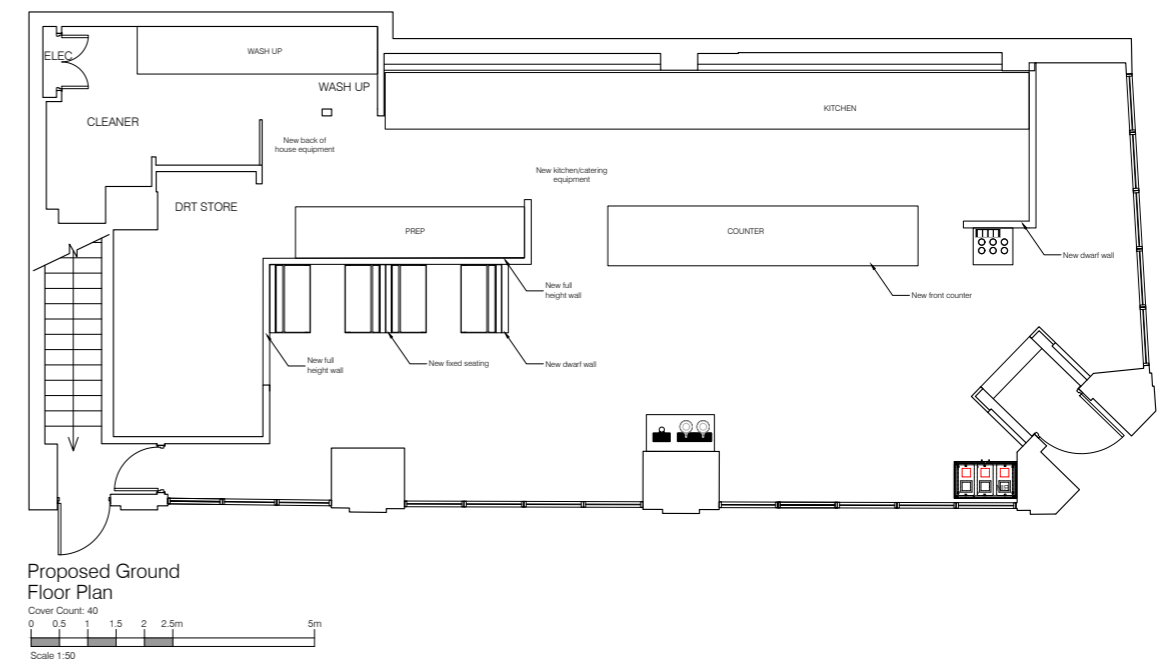


Figure 6.2 Proposed ground floor plan

6 | Description of Proposals and Assessment of Impact

in line with Camden's policy D2 on conserving heritage, their Advertisements (March 2018) SPD, and paragraphs 199 and 207 of the NPPF on the proportionate conservation of heritage assets and conservation areas.

Summary

6.12 The interior contains little surviving historic fabric and has been heavily modernised to provide facilities for a modern restaurant. This includes modern flooring, tiling, partitions and an inserted ceiling when the previously double-height floor was turned into two. The alterations proposed are minimal and build upon the established use of the Site. We are satisfied they will not harm the significance or special interest of the Site and as such are in line with Camden's policy D2 and paragraphs 199 and 207 of the NPPF.



Figure 6.3 Proposed elevation plan

Section 8

Conclusion.

7 | Conclusion

- 7.1 This Heritage Statement has assessed proposed changes to the interior and exterior of 64 Tottenham Court Road, London.
- 7.2 The Statement has assessed the building through detailed investigation and review of the historic development that relates to the Site. It has assessed the impact of the proposed internal alterations on the historic and architectural interest of the Site, which has been found to be of no harmful impact.
- 7.3 The proposed alterations are to ensure the building can continue to provide facilities as a restaurant in a popular and busy area of central London. This intended function has been considered when assessing what, if any, level of harm would be caused by the proposed changes to the significance of the building. The result of this assessment is that, due to the very limited presence of historic fabric which would be impacted by the development, the proposals will have no impact on the significance or special interest of the Site.
- 7.4 As a result, the developments are in line with Camden's policy D2 on heritage, their Advertisements (March 2018) SPD, as well as the NPPF, in particular para 199 and para 207 and section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.



Delivery | Design | Engagement | Heritage | Impact Management | Planning
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Edinburgh: 11 Alva Street | Edinburgh | EH2 4PH

Glasgow: 177 West George Street | Glasgow | G2 2LB

London: Da Vinci House | 44 Saffron Hill | London | EC1N 8FH

Manchester: This is The Space | 68 Quay Street | Manchester | M3 3EJ

Birmingham: The Colmore Building | 20 Colmore Circus Queensway | Birmingham | B4 6AT

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