

ISG

Nationwide Building Society
225-226 Tottenham Court Road
W1T 7QF



Heritage Statement

This statement has been prepared to support our Advert Consent and Full planning application to replace the external signage for Nationwide Building Society. The property is not Listed and is located within a conservation area of Bloomsbury, Sub area 4 Alfred Place/Tottenham Court Road

The Proposals:

Works will include:

Externally:

To Tottenham court Road

- Replace 3no. Fascias and 2no. Logo with 3no. New blue fascias & 1no. New 385mm logo height. Omit 1no. logo.
- Remove 1no. Icon logo sticker from window & install new safety manifestation.
- Replace 1no. ATM surround and decals with new.
- Replace statutory signage with new.
- Replace safety manifestation with new .
- Install dibond panel match RAL 7031.
- Remove receipt bin.
- Blinds removal to be investigated.
- Post box no. to be sprayed in grey.
- Remove white text above door.
- All frames to be decorated grey.
- Decorate internal bulkhead to match with RAL 7031.
- Projecting sign not deployed.
- Window message not deployed.

To Store Road

- Replace 3no. Fascias and 2no. Logo with 3no. New blue fascias & 1no. New 385mm logo height. Omit 1no. logo.
- Install new safety manifestation to window.
- Blinds removal to be investigated.
- Replace roller blinds.
- Replace privacy manifestation.
- All frames to be decorated grey.
- Decorate internal bulkhead to match with RAL 7031.
- Window message not deployed.

The property is currently occupied by Nationwide.

The following statement explains the heritage context and appraises the property as a heritage asset.

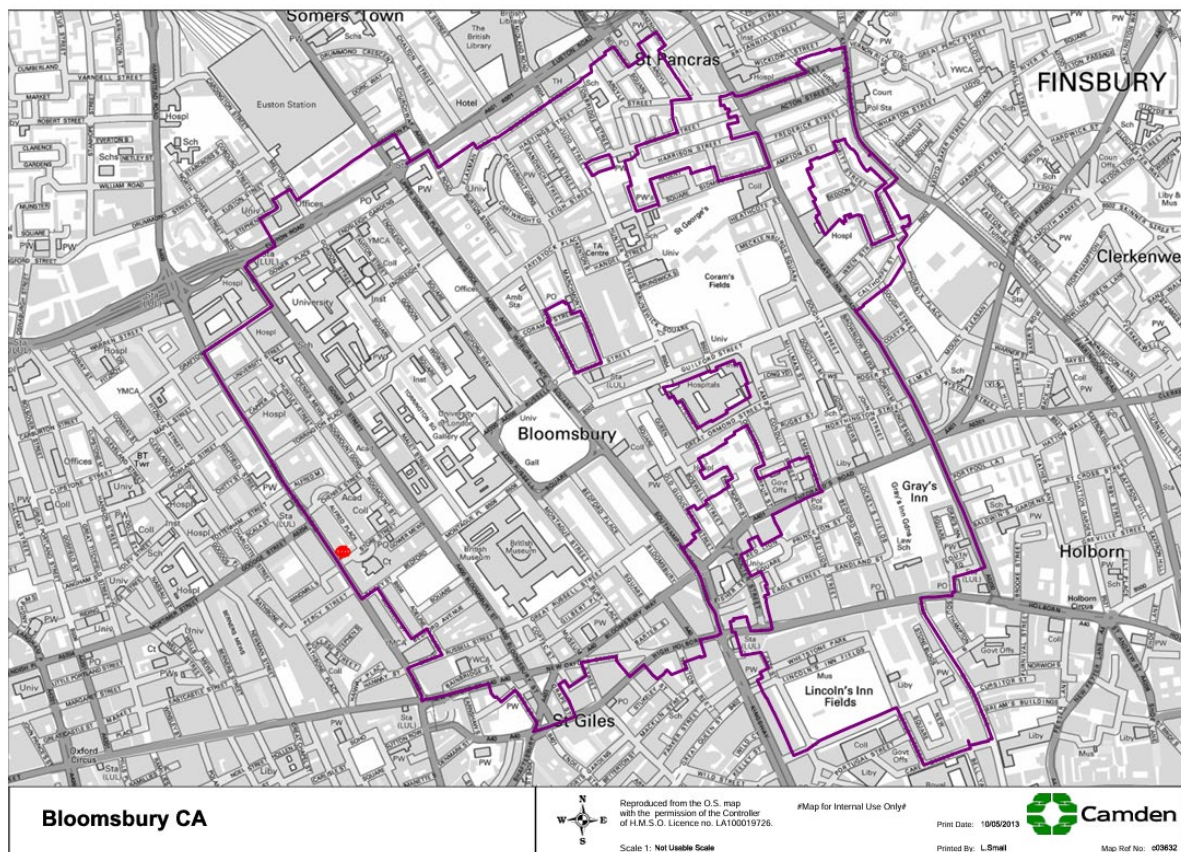
Bloomsbury conservation area:

Nationwide, 225-226 Tottenham Court Road is a four story. The building is not listed and is designated as a positive building highlighting the contribution to the conservation area.

Bloomsbury Conservation Area covers an area of approximately 160 hectares extending from Euston Road in the north to High Holborn and Lincoln’s Inn Fields in the south and from Tottenham Court Road in the west to King’s Cross Road in the east.

Bloomsbury is widely considered to be an internationally significant example of town planning. The original street layouts, which employed the concept of formal landscaped squares and an interrelated grid of streets to create an attractive residential environment, remain a dominant characteristic of the area. Despite Bloomsbury’s size and varying ownerships, its expansion northwards from roughly 1660 to 1840 has led to a notable consistency in the street pattern, spatial character and predominant building forms.

Today, the area’s underlying townscape combined with the influence of the major institutional uses that established in the district and expanded over time is evident across the large parts of the Conservation Area. Some patterns of use have changed over time, for example, offices and hotels came to occupy former family dwelling houses as families moved out of central London to the suburbs during the later 19th and 20th centuries. However, other original uses have survived and help to maintain the area’s distinctive and culturally rich character (the most notable include hospitals, university and academic uses, cultural institutions such as museums, legal uses, and on a smaller scale, specialist retailers including booksellers and furniture shops).



Sub Area 4: Grafton Way/Alfred Place/Tottenham Court Road

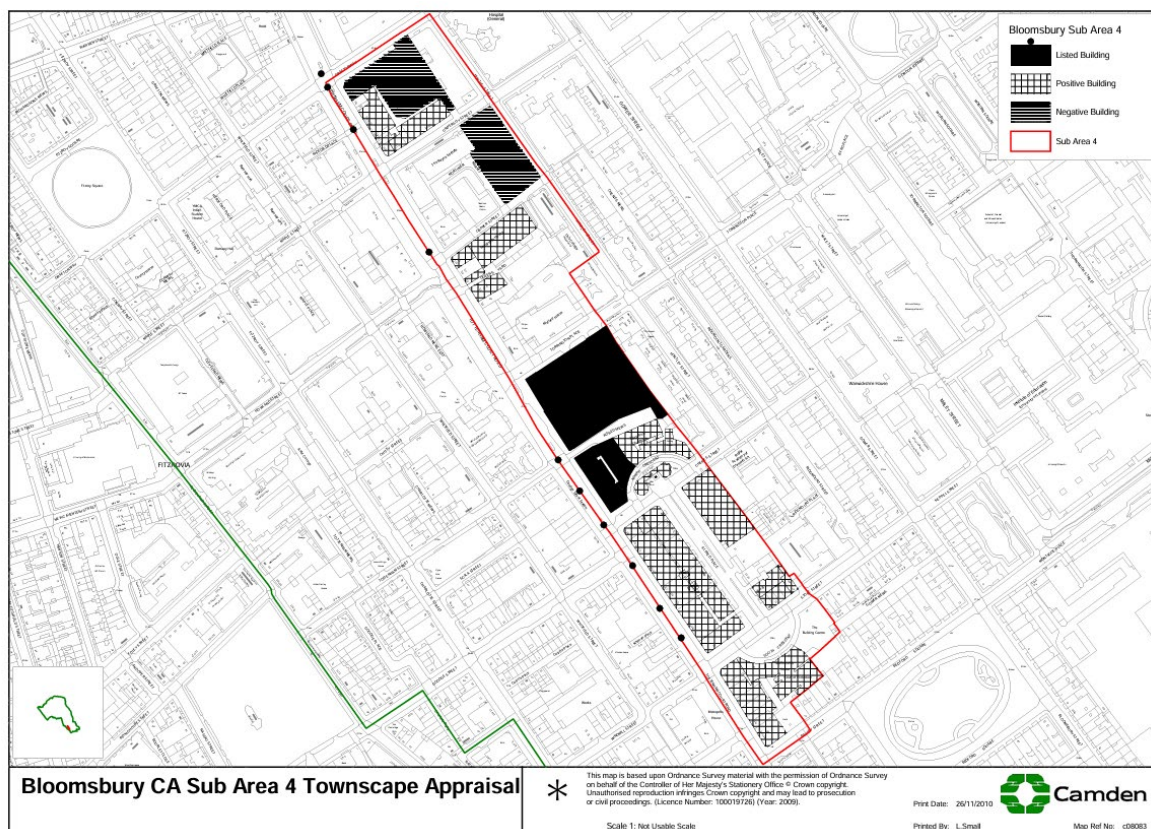
This sub-area is of a commercial character. In the vicinity of Alfred Place, late 19th and early 20th century retail and warehouse development replaced the earlier terraces which had been built by George Dance the Younger in his role as City of London surveyor. Much of Dance's grand street pattern is retained, consisting of a formally laid out boulevard with crescents to the north and south. Today, the majority of ground floors are in retail use and the remainder are offices (with the exception of the restaurant on the western corner of Alfred Place and Store Street). There was a tradition of furniture-making in the north Soho area, reflected today by a small, but declining, number of furniture and home-ware shops.

Tottenham Court Road is a busy one-way street, part of the main route north from Charing Cross to Hampstead. Much of its Victorian commercial architecture has been replaced with postwar buildings, in particular in the stretch north of Torrington Place where there are large number of buildings dating from the 1950s to 1970s. However, the southern stretch benefits from some fine examples from the pre-1880 to 1940 period. The Heal and Son Ltd furniture store is a notable survivor of its original buildings. At the southern end of the road, the speciality is computers and electrical equipment. Lighting columns for electric arc lamps dating from 1892 survive on islands down the centre of the street. They were refurbished in 1990, to celebrate Britain's first municipal electric light undertaking. The main frontage is four to five storeys in height and has a pattern of retail units with shopfronts at street level. Generally, the buildings share a consistency of scale and massing. The façades are constructed from a variety of materials and embellished with a range of decorative motifs to give visual interest and a distinct character to their public face, particularly at upper floor and roof level.

North of the junction with Chenies Street is the grade II listed Glen House which adheres to a Mannerist style, and which continues its frontage into Chenies Street and North Crescent. To the south, the corner of No 209 is emphasised by a large copper dome topped by a weather vane, which provides a focal point along Tottenham Court Road. It is built in yellow stock brick with decorative stone detailing, has vertically-proportioned window openings and a cornice at parapet level, all of which line up with the façade of the adjacent five-storey block at Nos 210-212 (consec). The two blocks at Nos 217-219 (consec) and Nos 220-226 (consec) are both red brick with contrasting detailing. Nos 217-219 (consec) has a symmetrical frontage with gables to either end and a central canted stucco bay. Nos 220-226 (consec) is a four-storey block that creates a vertical rhythm of projecting columns reflecting the structural frame; this is counteracted by the horizontal emphasis of the first-floor glazing, the decorative red brick spandrel panels under the second-floor windows, and the red brick upper floor. The elevational treatment is continued into Store Street and Alfred Place. The two small roof turrets feature in views along Tottenham Court Road. To the south of Store Street, Nos 227-233 (consec) continues the red brick theme in Tottenham Court Road. This four-storey building, which is heavily ornamented with Baroque-style terracotta detailing also has a frontage to Store Street and South Crescent. Further south, the public house at Nos 234-236 (consec), at the junction with Bayley Street, marks the boundary of the Conservation Area. This landmark has yellow stock brick upper floors with stucco banding and decoration, and steps up to address the corner at parapet level.

South Crescent, situated in Store Street, comprises a cobbled semi-circular forecourt like its northern counterpart, but fronted by a line of mature trees. The buildings that face the space have concave elevations that follow the curve of the crescent and, although of varying scales and materials, are unified by their relationship to the space and the symmetrical designs of their frontages. No.10-24 has red brick facade with terracotta detailing, which is a continuation of the Tottenham Court Road frontage. Staffordshire House is a six-storey building with a plainer red brick elevation with a central gable containing a circular building, which forms a centrepiece in views south along Alfred Place. It was built in the late Victorian period as a school. In 1990 it was adapted by Archigram architect Ron Herron to create headquarters offices for Imagination, the global communications company. Behind the facade a dramatic space incorporates a central atrium with a tented fabric roof which is visible in long views across the Conservation Area. To the east, the Building Centre is a smaller four-storey, stone building which is also symmetrical and has granite paving to the frontage. This group of buildings makes a positive contribution to the Conservation Area

The property is located on the Tottenham Court Road which has a large number of listed buildings.



Impact Summary

The building is not listed, and the original building fabric will not be altered, removed, or concealed. All existing original features will not be affected by the proposed works.

No discussions have been made with neighbours in relation to the proposals; the works are not considered to have any adverse impact on neighbours. The works are not considered to have any adverse impact to the existing appearance and amenity of the application site and that of its neighbours, rather, the proposals will benefit the front elevation. Access to the building will remain unchanged. The proposals will not affect public routes. There are no alterations proposed to the landscaping nor is there any opportunity to make improvements.

All works are intended to involve the minimum intervention and preserve the original look and feel of the existing building within the context of its conservation areas and positive building status.

The significance of the building has been considered and will retain its existing character. It is considered these works will improve the elevation and therefore makes a positive contribution to the conservation area.