

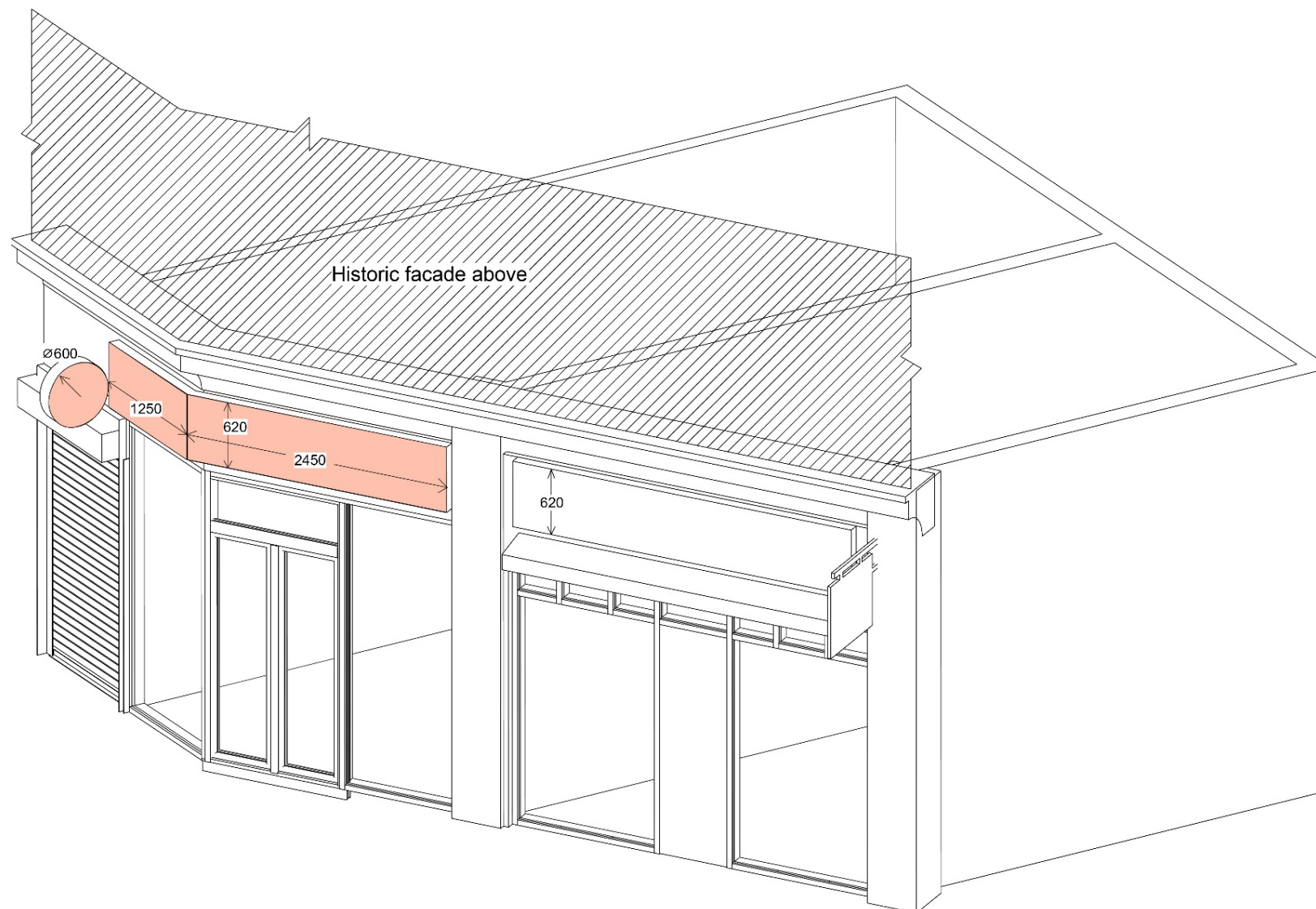
# DESIGN, ACCESS AND HERITAGE STATEMENT

For 234 Shaftesbury Avenue

Replacement Of Signage

15<sup>th</sup> March 2024

wallace  
liu







The Queen Alexandra Mansions view from Shaftesbury Avenue

## INTRODUCTION

This design, access and heritage statement is submitted alongside existing and proposed drawings as a part of an application for LISTED BUILDING CONSENT for the change of signage to the shopfront at 234 Shaftesbury avenue in the borough of Camden, London.

The existing building forms part of the QUEEN ALEXANDRA MANSIONS, 228-234, SHAFTESBURY AVENUE which are grade II listed under listing entry number 1271622. The upper floors of the building are predominantly red brick with terracotta dressings, slate roof with tall stacks. The listing entry states that the shopfronts to Shaftesbury avenue are C20.

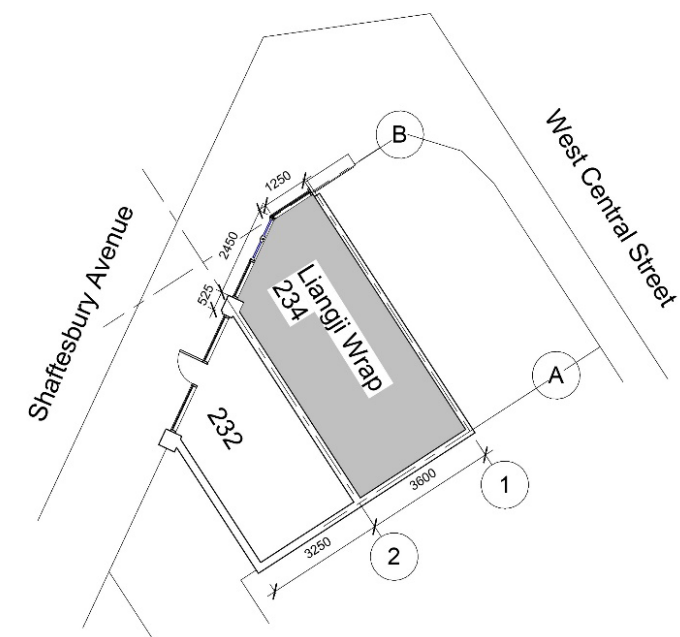




## SITE LOCATION AND STREET CHARACTER

The site is No. 234 Shaftesbury Avenue , a shop front which forms part of the street front in Shaftesbury Avenue off New Oxford Street, currently occupied by a Chinese restaurant called Liang Ji Wraps.

Shaftesbury Avenue is a busy shopping street in the center of London and the shopfronts and associated signage that address this street form an important part of its lively and busy character.







2012



2014



2018

## SITE LOCATION AND STREET CHARACTER

The shopfronts that form part of the Queen Alexandra Mansions have historically adopted various signs as tenants and shop owners have sought to advertise their services and products to passing trade, and these have evolved over time to create a diverse street front within the holistic late Victorian architecture of Queen Alexandra Mansions.

The existing signage was installed in XXXX to the same proportions as the previous signage, as shown in the images to the right that illustrate the shopfront as it was in May 2021 and 2022. A projected round plate signage to the left-hand side of the fascia signage was also added.

Display of signages on the street front over the years.



2021 and 2022





## SITE LOCATION AND STREET CHARACTER

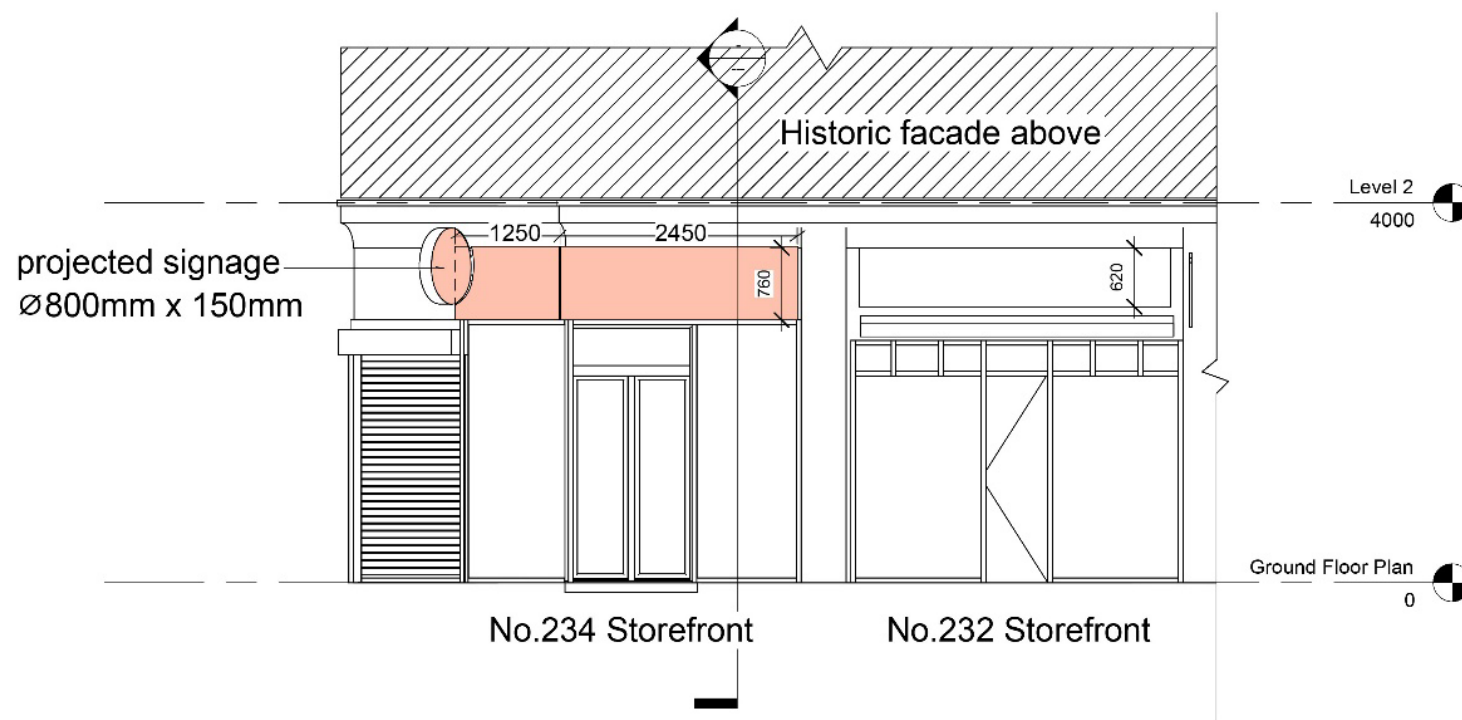
The proposal seeking consent is to remove the existing signage and replace with one that in its proportions and location on the facade forms a greater consistency with adjacent shopfronts, therefore offering a more consistent street front to Shaftesbury avenue.

2021 and 2022 Preexisting signage

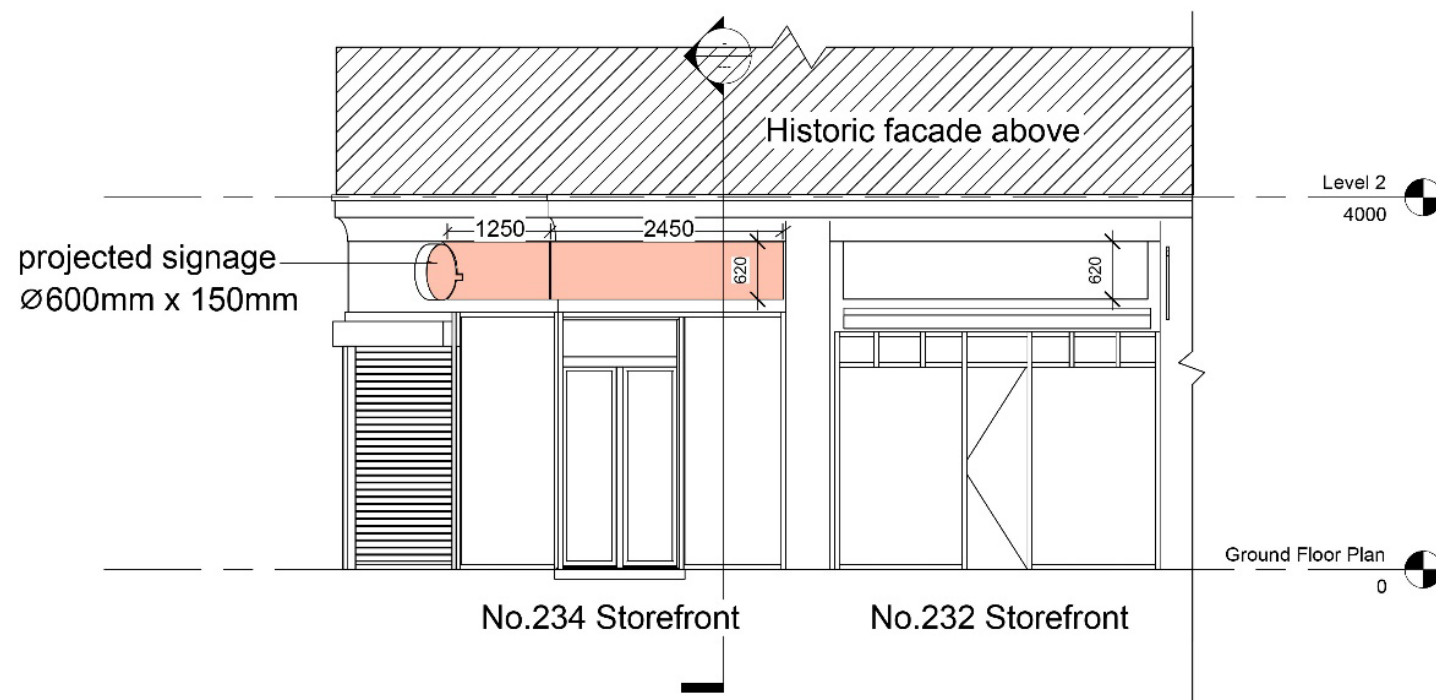


2023 and 2024 Existing signages





Dimension and location of existing signage



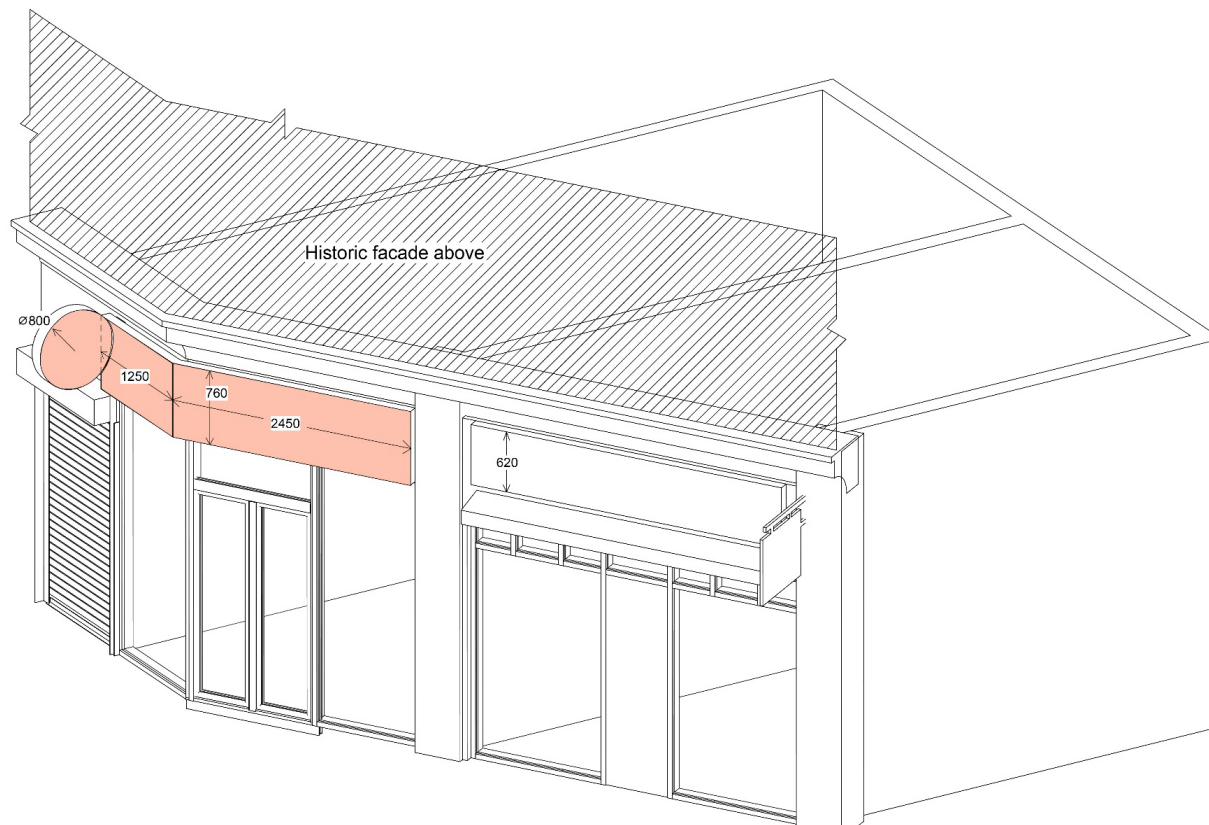
Dimension and location of proposed signage

## DIMENSION AND LOCATION OF THE SIGNS

The current fascia sign is 760mm deep in elevation and covers the entire length of the shop front. The proposed fascia signage will be 620mm deep, and is aligned vertically with the fascia sign to the adjacent shopfront.

The existing projected signage is Ø800mm and this will be removed and replaced with a new projected sign of Ø600mm. The new projected sign will be installed at a lower height to make sure the historic features above the fascia and below the brick façade are fully exposed.

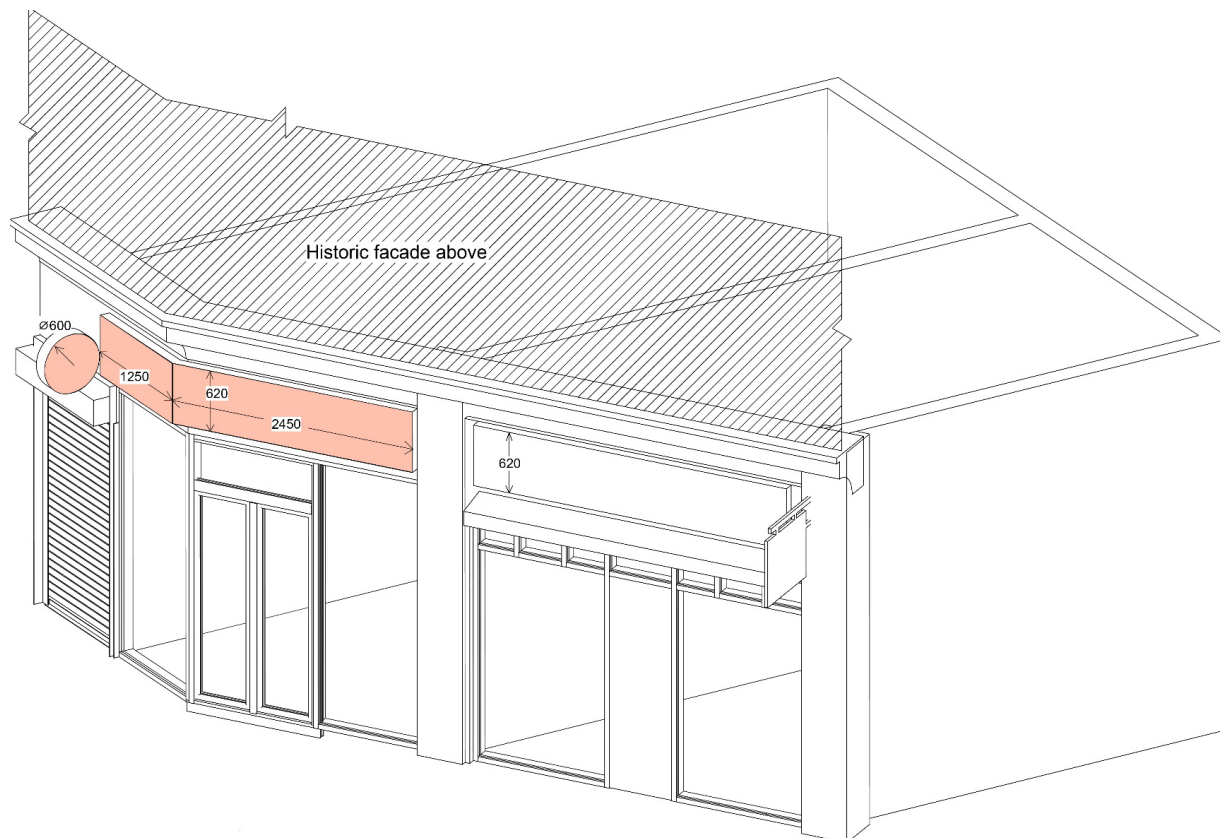
The works will result in a more consistent, calm and sensible street front.

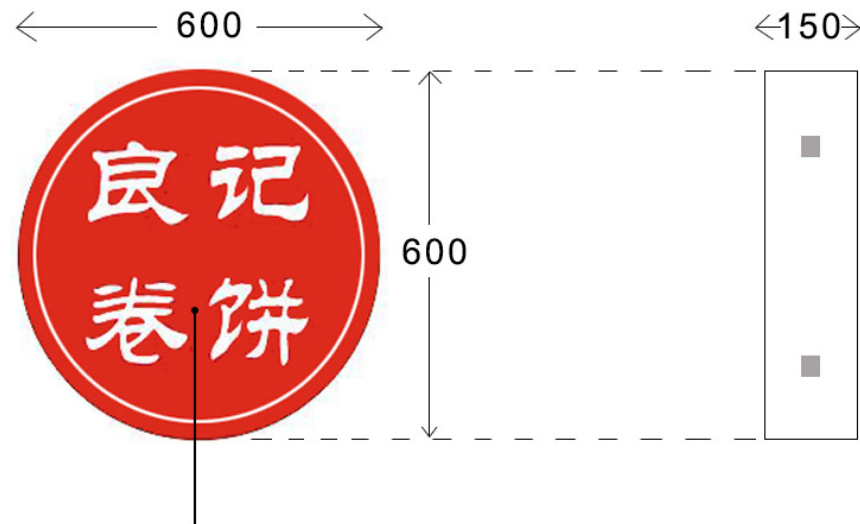


## VISUAL IMPACT ON THE STREETSCAPE

The proposal is to remove the existing signage and replace with one that in its proportions and location forms a greater consistency with adjacent shopfronts, therefore offering a more consistent street front to Shaftesbury avenue.

Current fascia signage is 760mm deep in elevation and covers entire length of the shop front. The proposed fascia signage will be 620mm deep which is aligned with the adjacent shopfront.





Projected signage 600mmx 600mm x 150mm, illuminated Chinese letters, acrylic panel with 10K Lumen white LED strip behind.

## DETAILED DESIGN OF THE SIGNS

The signs are for a chain restaurant therefore the graphical content of the signs will reflect the visual identity of the brand to ensure consistency with their other shops in London and Birmingham. The size of the text and its exact location on the sign have been adjusted to suit the preferred dimensions for this shopfront.





## ACCESS

The proposed works make no changes to existing level access to the interior of the shop.