

HERITAGE STATEMENT

Store: Alo, Covent Gardens

Address: 25 Neal street London
London, Camden
WC2H 9PR

Date: 14-05-24

Ref: Alo Covent Garden - Heritage Statement

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1.00

Introduction

Alo is intending to take the existing Diesel store at 25 Neal Street, London. The proposal is to occupy the ground, first and basement levels of the building. This statement refers to the Adverts and Shopfront applications being submitted by the rpa group on behalf of Alo.

2.00

The Statutory Listing

25 Neal Street is a Grade II listed building, designated on 19th May 1972 for its architectural and historic significance. The listing recognizes the building's importance as a representative example of Victorian architecture in the area.

3.00

Significance of the Listed building



25 Neal Street is a historic building located in the heart of Covent Garden, London. It holds significant architectural and cultural importance within the area, contributing to the unique character of the neighborhood.

Constructed in the late 19th century, 25 Neal Street was originally built as part of the Victorian urban development in Covent Garden. The area was undergoing rapid transformation during this time, transitioning from its origins as a bustling market district to a more residential and commercial hub.

The building at 25 Neal Street exhibits typical Victorian architectural features, characterized by its red brick facade, decorative stone detailing, and large first floor sash windows. The facade retains much of its original design, showcasing the craftsmanship of the period.

Neal Street is characterized by its diverse range of retail outlets, from high-street brands to independent boutiques. The street has retained its reputation as a shopping destination, offering a unique blend of fashion, lifestyle, and specialty stores. Visitors can explore a variety of shops selling everything from clothing and accessories to books, gifts, and artisanal goods.

In more recent times, 25 Neal Street has likely undergone modernization and renovation efforts to meet contemporary standards while preserving its historical character. These renovations may have included repairs to the brickwork, restoration of original features, and updates to the windows and doors. The interior of the building has also been altered many times over the years.

4.00	Existing and historic photos
4.01	Historic photos
	
4.02	Existing photos
	
5.00	The proposal
	<p>The proposals for 25 Neal Street include the conversion of the existing commercial store to accommodate a new Alo store, while preserving and sensitively enhancing its historic fabric.</p> <p>The design incorporates:</p> <ul style="list-style-type: none"> - The installation of 3No new Halo-lit pin mounted Alo signages and 2No internally illuminated projecting signs. - Replacement of 5No ground floor windows with new sashwork and glazing while keeping existing openings intact. - Replacement of entrance doors and upper window with new sashwork and glazing maintaining existing opening. - Existing surface-mounted downlights are to remain in place. - First floor façade lamp to remain in place and ground floor facade lamp to be relocated to right hand side opening. <p>This proposal ensures compatibility with the listed building and the surrounding conservation area.</p>
6.00	Why the Proposals Would Not Affect the Significance of the Heritage Assets
	<p>The proposed development has been carefully designed to minimize any impact on the significance of the listed building, as well as the character and appearance of the surrounding conservation area. Key considerations include:</p> <ul style="list-style-type: none"> - Retention of Historic Fabric: The proposals prioritize the retention and sensitive restoration of the existing listed building, ensuring that its Victorian-era architectural and historic merits are preserved.

- Sympathetic Design: The conversion respects the scale, form, and architectural style of the listed building, ensuring that it remains a prominent feature of the streetscape.
- Minimal Alterations: Any alterations to the listed building are limited to what is necessary for the proposed use, and they will be carried out with the utmost sensitivity to preserve its historic fabric.
- Compatible Commercial Use: The proposed commercial store will bring activity and vitality to the area, contributing positively to the character and vibrancy of the conservation area.
- Enhancement of Setting: The proposals include improvements to the surrounding public realm, enhancing the setting of the listed building and contributing positively to the character of the conservation area.

Also have developed a proposed scheme of fit out that has strived to balance both the financial aspirations of the business and the aesthetic expectations of the community in keeping with the surrounding retail environment.

We believe the proposed changes to the building will not involve any loss or change to any of the original features nor detract from their current state.