

DESIGN and HERITAGE STATEMENT

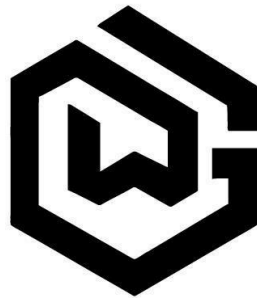
53 MARCHMONT ST, LONDON WC1N 1AP

Ground Level

**Installation the ventilation
System**

Date: 06 July2024

Issue 1



GOYA WORKS

Contents

1.0 Executive Summary	3
2.0 Site Location	4
3.0 Character and Architectural / Historical Interest	5
4.0 Historical	6
5.0 The Proposal	7
6.0 Design and Access Statement – Policy	7
7.0 Photographs	9

1. Executive Summary

The site of 53 Marchmont Street is in the Camden Borough of London. The site is a Grade II listed building and in a conservation area. Our application is for the changing of the shop front entrance door and shopfront due to poor condition of the timber and termite damage. 53 Marchmont Street is store in the Bloomsbury area of London. The store was empty for many years, which resulted in a damaged condition and poor quality shop front doors/windows.

2. Location of the Site



Terrace of 18 houses with later shops is situated in the heart of Bloomsbury. The building enjoys a central location within a conservation area, surrounded by other terraced structures that contribute to the area's rich architectural tapestry. Marchmont Street itself is a notable thoroughfare in Bloomsbury of Camden, characterized by its blend of residential and commercial properties that reflect various periods of the town's history.

Marchmont Street in Bloomsbury is a vibrant and historically rich area in central London, located in the London Borough of Camden. It's known for its blend of historical significance and contemporary culture.

The street serves as a local high street for southern Kings Cross and eastern Bloomsbury, featuring a mix of small retailers, eateries, and cultural spots. One notable landmark is the Brunswick Centre, a Grade II-listed shopping and residential complex that forms a significant part of the eastern side of the street.

Marchmont Street is also famous for its literary and artistic connections. For instance, it houses "Gay's The Word," one of the few remaining LGBT bookshops in the UK, and "The School of Life," an educational company offering advice on various aspects of life. The street also hosts the Marchmont Street Foundling Tokens, an art trail commemorating the tokens left by mothers at the Foundling Hospital in the 18th century, a poignant reminder of the area's historical past.

In terms of transport, the street is well-served by public transit, with nearby access to Russell Square and King's Cross/St Pancras stations, making it easily accessible from various parts of London.

Overall, Marchmont Street offers a unique combination of history, culture, and modern amenities, making it a notable area in the heart of Bloomsbury.

3. Character and Architectural

53 Marchmont Street, part of a terrace of 18 houses built between 1801 and 1806, showcases architectural elements typical of the period. The building features yellow stock brickwork, with some properties like Nos. 45, 61, and 63 finished in stucco. It has four storeys and cellars, each with two windows. Most of the shopfronts were altered in the late 19th and 20th centuries.

The recessed sash windows, some retaining original glazing bars, are framed with gauged brick flat arches, predominantly reddened. Parapets top the structure. Notably, No. 43 retains its original wooden shopfront with pilasters and brackets supporting a projecting cornice, though the shop window has been modified. It also features a round-arched house doorway with fluted jambs, lionhead stops, cornice-head, fanlight, and panelled door, alongside a shop doorway with a fanlight and panelled door.

No. 45 includes architraved, recessed sash windows and a stucco cornice with a blocking course. Mid-19th-century wooden shopfronts at Nos. 57 and 59 are distinguished by pilasters carrying an entablature with a dentil cornice, flanked by enriched consoles. No. 59's shop window boasts segmental-arched lights. Square-headed house doorways with overlights and panelled doors (No. 57 features a 20th-century door) complement these façades, with No. 57 displaying a wrought-iron sign bracket at the first-floor level.

Nos. 61 and 63 feature recessed sash windows with architraves and cornices, and bracketed stucco cornices at the third floor. Nos. 65-73 are adorned with enriched fascia consoles. Plaques on No. 69 ("St. G.B. 1817") and No. 71 ("S PP 1791") add historical interest. Interior inspections have not been conducted.

4. Historical

Heritage Category : Listed Building

Grade: II

List Entry Number: **1113112**

Date First Listed : 14-May 1974

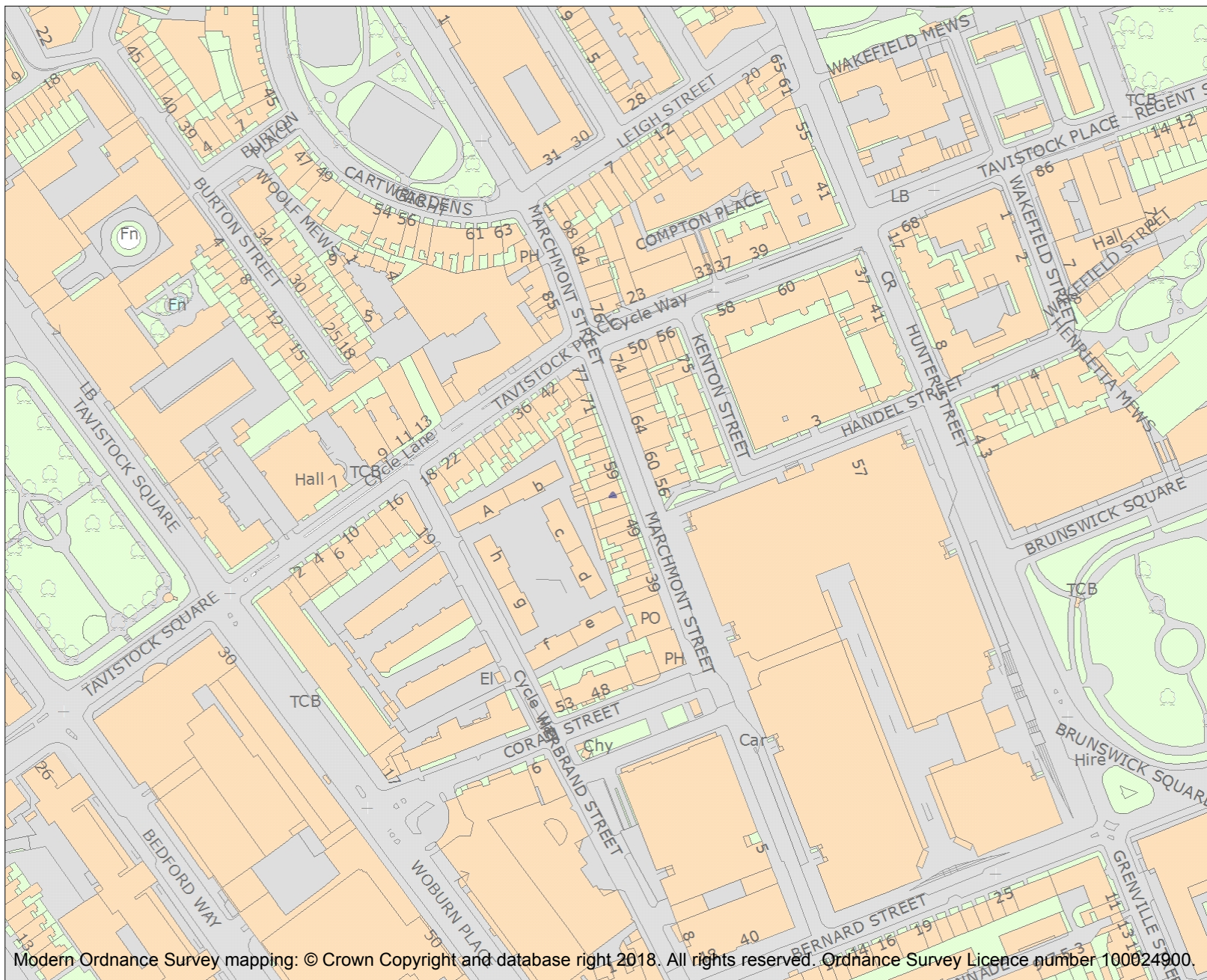
List Entry Name : **39-73, MARCHMONT STREET**

Legacy System Number : 477490

Legacy System : LBS

County : Gloucestershire

National Grid Reference : TQ 30144 82349



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This is an A4 sized map and should be printed full size at A4 with no page scaling set.

Name: 39-73, MARCHMONT STREET

Heritage Category:	Listing
List Entry No :	1113112
Grade:	II

County: Greater London Authority
District: Camden
Parish: Non Civil Parish

For all entries pre-dating 4 April 2011 maps and national grid references do not form part of the official record of a listed building. In such cases the map here and the national grid reference are generated from the list entry in the official record and added later to aid identification of the principal listed building or buildings.

For all list entries made on or after 4 April 2011 the map here and the national grid reference do form part of the official record. In such cases the map and the national grid reference are to aid identification of the principal listed building or buildings only and must be read in conjunction with other information in the record.

Any object or structure fixed to the principal building or buildings and any object or structure within the curtilage of the building, which, although not fixed to the building, forms part of the land and has done so since before 1st July, 1948 is by law to be treated as part of the listed building.

This map was delivered electronically and when printed may not be to scale and may be subject to distortions.

List Entry NGR:	TQ 30144 82349
Map Scale:	1:2500
Print Date:	9 July 2024



4.1 Historical significance

53 Marchmont Street is an early 19th-century building, part of a terrace constructed between 1801 and 1806. Reflecting the architectural style of its time, the property features yellow stock brick with a stucco finish. It consists of four storeys and cellars, with two windows per storey.

The ground floor currently operates as a takeaway, integrating two former residential dwellings into a single commercial space. This adaptation is evident in the building's layout, which retains several Victorian architectural features. The property is characterized by original sash windows with gauged brick flat arches, some preserving their original glazing bars.

Key architectural details include:

- **Sash Windows:** Recessed sash windows with flat arches, typical of the early 19th century.
- **Parapet Roof:** A parapet-walled roof, adding to the building's historical character.
- **Brickwork:** The use of Flemish bond brickwork contributes to the building's classic appearance.
- **Front Porch:** A distinctive front porch that enhances the property's aesthetic appeal, *however the store was empty for many years, which resulted in a damaged condition and poor quality shop front doors/windows.*

Despite the modern use of the ground floor, the character of the original dwellings remains discernible, particularly in the inconsistent rooflines and varied features of the rear extensions. This mixture of original and altered elements contributes to the building's unique historical charm.

4.2 Aesthetic/Architectural Significance –

A distinctive shop front enhances the property's aesthetic appeal; however, the store remained empty for many years, resulting in damage and a decline in the quality of the shop front doors and window and mould has been start . To significantly improve the building's appearance and the overall quality of the street, alterations are planned to restore and enhance the shop front.

4.3 Impact Assessment of Proposed Works

The proposal aims to install a new shopfront while preserving the original design of the structure. These proposed changes, both internal and external, will not impact the building's exterior adversely or harm its original fabric and distinctive features. Instead, they will enhance the visual appeal by replacing the deteriorated and mouldy shopfront with a new one, significantly improving the building's aesthetic and the overall quality of the street.

5. The Proposal

WORK SCHEDULE 99 Church Street

The proposal aims to install a new shopfront while preserving the original design of the structure. These proposed changes, both internal and external, will not impact the building's exterior adversely or harm its original fabric and distinctive features. Instead, they will enhance the visual appeal by replacing the deteriorated and mouldy shopfront with a new one, significantly improving the building's aesthetic and the overall quality of the street

Submitted Documents

- Heritage and design statement
- Site & Location Plan

And also Drawings:

- DR-100222-001 Existing Drawings
- DR-100222-002 Proposed Drawings

6. Relevant Planning Policy

The relevant planning policies, at both local and national level are set out as follows;

Camden Local Plan 2017

Policy D3 – Shopfront

- 7.72 Shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces. We will seek to protect existing shopfronts that make a significant contribution to the appearance and character of an area, for example through their architectural and historic merit. We will consider the need to keep the appearance of the shopfront, taking into account the quality of its design, its historic importance and its location. Good examples of shopfronts should be retained wherever possible
- 7.73 A number of Camden's centres lie within conservation areas. The Council has prepared conservation area statements, appraisals and management strategies for these which set out detailed information on the area and its character and the Council's approach to their preservation and enhancement, including, where relevant, shopfronts.
- 7.74 The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located. Transparent shopfronts will be sought for units containing shops and other town centre uses, due to the contribution that they make to the vitality and attraction of centres.
- Replacement shopfronts**
- 7.76 If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored. Careful consideration will be given to proposals for excavating or re-opening lightwells in front of shopfronts, particularly those in a group, as they can affect the cohesiveness of a frontage.
- 7.77 Folding or opening shopfronts will not generally be acceptable, as they can create a void at ground level that can harm the appearance of a building and can also have a negative impact on local amenity, for example in terms of noise and disturbance.
- Shop windows**
- 7.78 Shop windows provide views into and from premises and can help bring activity and enhance feelings of security by providing natural surveillance. Displays in shop windows can add to the attractiveness of a premises and the vitality and attraction of the centre. Security features associated with shop window displays should be internal in order to avoid harming the appearance of shop premises and creating clutter. Solid shutters are only considered to be acceptable in exceptional cases as they are unsightly and can generate feelings of insecurity in those walking by, hide internal intruders and encourage graffiti.
- 7.79 Lighting from shop windows can help to increase security after dark. The Council may therefore seek the maintenance of some shopfront lighting overnight, where appropriate, particularly in areas identified as having high levels of crime. However, this lighting should be well designed so it does not cause light pollution.

7. PHOTOS

53a Marchmont Street



7. PHOTOS

53a Marchmont Street - Photo 2-3-4



7. PHOTOS

53a Marchmont Street 5 -6-7



7. PHOTOS

53a Marchmont Street- Photo 8-9-10



7. PHOTOS

General Marchmont Street



7. PHOTOS

General Marchmont Street



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7. PHOTOS

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