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DAS – 128 Charing Cross Road WC2H 0LA

25.11.2024



Street view – 128 Charing Cross Road WC2H 0LA (existing black hop unit)

DESIGN AND ACCESS and PLANNING STATEMENT

Site Context

The applicant is the tenant of 128 Charing Cross Road WC2H 0LA – existing shop unit. The plot is located in the Denmark Street Conservation Area and located on a busy side road, in the vibrant Westend. The building is in good condition and currently not in use.

Application Proposals

This full planning application, proposing alteration to the existing aluminium shopfront to a traditional painted timber shopfront with a single entrance, the installation of an awning and replacing existing 50x50 projecting sign, in-keeping with local context and historic build form. The main proposals are to add:

- Timber shopfront
- Adding projecting sign

Policy Considerations

These proposed external works will result in the enhancement of the shopfront and will provide an overall uplift of the unit and its presence within the local Shopping Centre, whilst supporting the design principles addressed in the Local Plan 'Design Quality' Policy, which requires all development "to be of the highest urban design quality, taking opportunities to improve the quality and character of buildings and the area and the way it functions".

These proposed advertisement installations are of high-quality finish, entirely complementary to the existing building façade in terms of scale and positioning and are also entirely reflective of surrounding operator's shopfront and signage arrangements, demonstrating an understanding of the site and how it relates to its existing context.

With consideration to guidance relating to advertisement control, the proposed advertisements will have no negligible impact on the interests of surrounding amenity or public safety. The proposals also demonstrate complete compliance with Policy for 'Shopfronts', which requires shopfronts to "relate well to the buildings above and to either side to provide an attractive setting for the display of goods and to drive up the quality of the area".

Heritage Considerations

The site is located within a Conservation Area however it is still preserving and enhance the character or appearance of the wider Westend areas.

The proposed advertisement arrangement is entirely in-keeping with the sites commercial surroundings, and as previously stated, would result in no alteration to the shopfront's existing structure or arrangement. The proposed advertisements are of a minor nature and seek to rationalise the design within the proportions of the existing shopfront arrangement. These collective works are traditional in character and sensitive to the significance of the Conservation Area and would not result in the addition of any new shopfront feature not already present in the area.

Matthias Hamm, London 25.11.2024