



Design and Access Statement

And

Heritage Statement

In support of Listed Building Consent application for:

Proposed replacement of existing fascia shop signage to
232 Shaftesbury Avenue

Applicant:

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1.0 Introduction

This Design and Access, and Heritage Statement is submitted in support of the proposed replacement of existing fascia shop signage to 232 Shaftesbury Avenue.



The proposed site is an existing retail unit that forms part of the ground floor row of shops facing Shaftesbury Avenue, and is part of the Queen Alexandra Mansions, 228-234 Shaftesbury Avenue.

The building is Grade II listed under listing entry number 1271622. The building was first listed on 11 January 1999. Below is an extract of the building's listing entry description:

Includes: Nos.1-7 Queen Alexandra Mansions GRAPE STREET. Shops with mansion flats over. 1902-8. Almost certainly by C Fitzroy Doll. Red brick with exuberant terracotta dressings, slate roof with tall stacks.
PLAN/EXTERIOR: asymmetrical L-shaped plan, with 5 window range to Shaftesbury Avenue and eight windows to Grape Street. 5 storeys, with 2-storey attic remodelled along Grape Street late C20. Massive corner bartizan which rises from a single ground floor column with foliate capital to form tourelle with panels of moulded heads on giant modillion frieze. This is answered by corner tourelle rising from third floor at junction fronting New Oxford Street. 2 more regular square 3-storey oriels face Shaftesbury Avenue, with 2 likewise to Grape Street, all with machicolated frieze. All linked by parapets, modillion cornice and many bands. The main corner bartizan with balconies either side, with terracotta balustrading and behind which the windows have segmental-arched transoms. The other windows are mullion and transom casements in moulded terracotta surrounds with notched lintels that continue as bands across the composition. Shopfronts to Shaftesbury Avenue C20, those to Grape Street to consistent design, all set between moulded terracotta pilasters. INTERIORS not inspected. Included primarily for the quality of its street facades, an exceptionally powerful work in Doll's typically bombastic idiom using fine terracotta.

Source: www.historicengland.org.uk

2.0 Existing Elevation and Existing Shop Sign

The shopfronts to the Queen Alexandra Mansions have historically adopted various signs as tenants and shop owners sought to advertise their services and products to passing trade, and these have evolved over time to create a diverse street front within the Queen Alexandra Mansions' overall late Victorian architecture, adding to the ever diverse modern living vibrance of London's urban living.

The current signage at 232 Shaftesbury Avenue was installed in 2019 with the same proportions as the former signage.



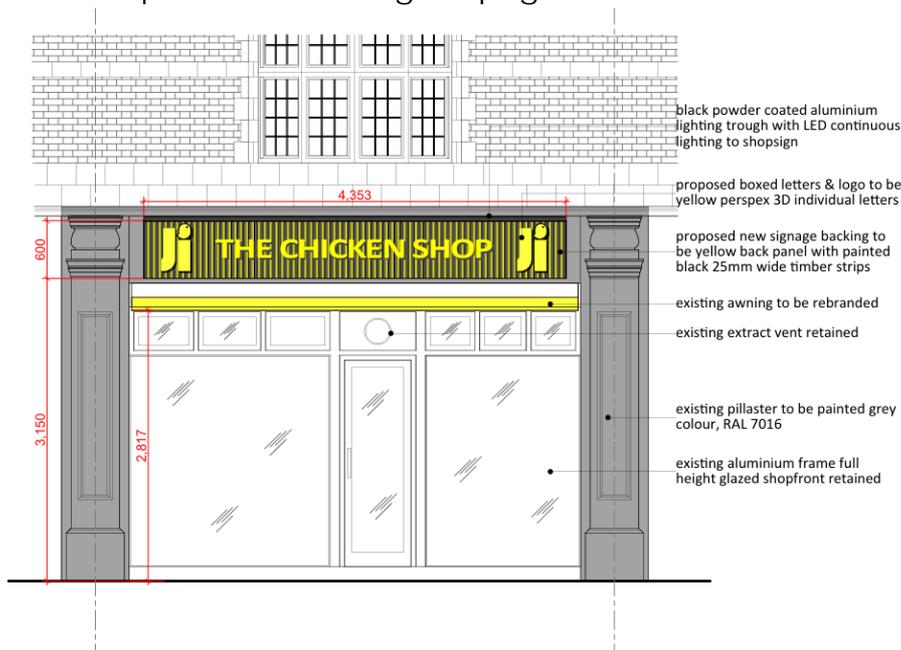
Existing shopsign installed in 2019.



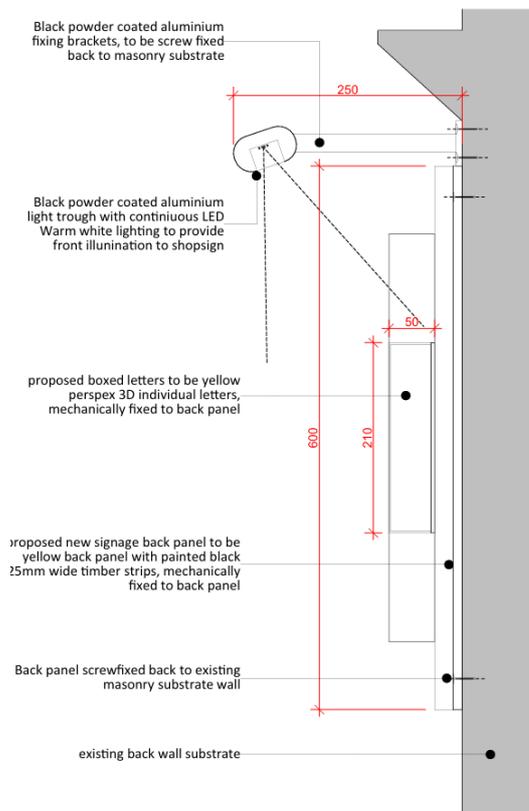
Existing Front Elevation

3.0 Proposed Replacement Shop Sign

The applicant has recently acquired the unit of the proposed site and seek to replace the existing shopsign.



Proposed Front Elevation

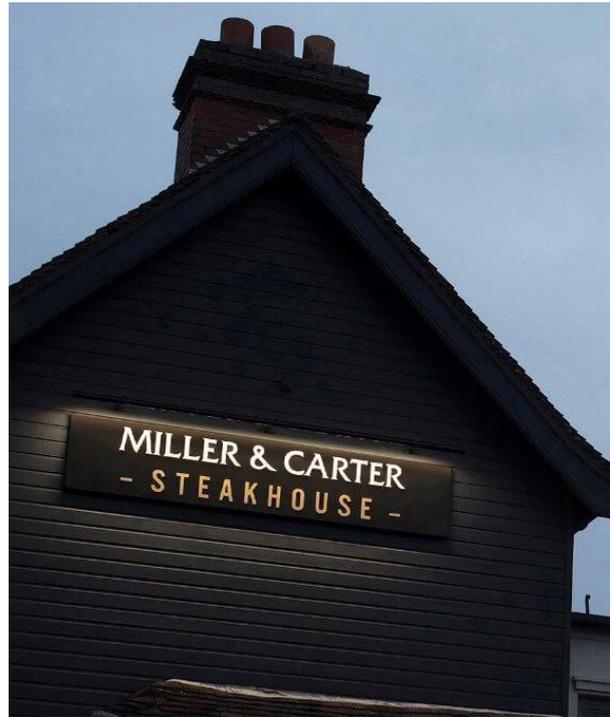


Typical Signage Detail Section
Scale 1:5

The proposed replacement shop sign will follow the existing shopsign proportions, and will be externally illuminated by a continuous light trough above the signage.

The light trough will be finished in black aluminium powder coating to be unobtrusive to the existing building elevation.

Signage illumination will be provided by continuous LED lighting strip of warm white colour to no more than 3000K to a depth of 800mm below the lighting trough.



The above precedent images show typical unobtrusive lighting troughs with continuous warm white LED lighting. Manufacturer/supplier: www.signsupplier.co.uk

3.0 Access

The original access from street frontage into shop, and all existing internal accesses shall be maintained as per original building.