

JONATHAN A LAW & ASSOCIATES

PLANNING &
HERITAGE
STATEMENT
December 2013
(Rev 6 January 2014)

28
MUSEUM
STREET

LONDON
WC1A 1LH

for
Mr F Zorba



ARCHITECTS
URBAN DESIGNERS
LANDSCAPE PLANNERS

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28 MUSEUM STREET, LONDON WC1A 1LH

ARCHITECT'S PLANNING & HERITAGE STATEMENT

An Application for

Listed Building Consent

for the

Alteration of Grade II Listed Building

1.0 INTRODUCTION

1.1 Jonathan A Law & Associates, (JALA), are an architectural practice with over 30 years' experience working with historic buildings and contexts.

1.2 JALA were appointed in December 2013, to prepare a scheme for submission as an application for Listed Building Consent for the alteration of the existing retail premises interior at ground floor and basement levels, together with alterations to the existing shop frontage and signage, likely to preserve and/or enhance the character of the existing building and context.

2.0 EXISTING BUILDING AND CONTEXT

2.1 28 Museum Street is located within the London Borough of Camden.

2.2 The building is Grade II Listed, part of the Group listing of the terrace situated on the west side of Museum Street, at the northern end.

Description:	The Plough (Number 27)
Grade:	II
Date Listed:	9 December 1977
English Heritage Building ID:	477560
OS Grid Reference:	TQ3012581552
OS Grid Coordinates:	530125, 181552
Latitude/Longitude:	51.5179, -0.1260
Location:	Museum Street, Camden Town, Greater London WC1A 1LH (West side) Nos.27-34 (Consecutive) The Plough (No.27)
Locality:	Camden
Local Authority:	Camden Borough Council
County:	Greater London
Country:	England
Postcode:	WC1A 1LH

Listing Text:

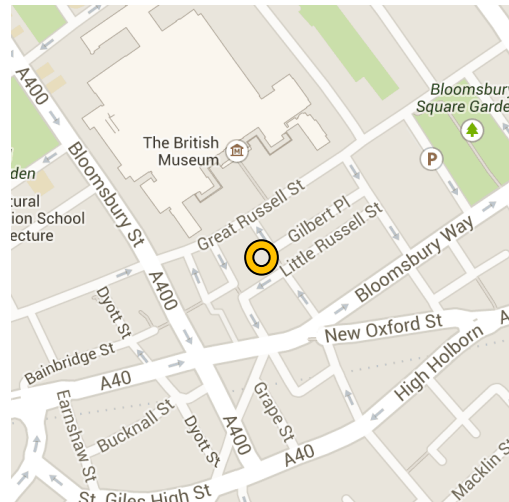
CAMDEN

TQ3081NW MUSEUM STREET
798-1/100/1172 (West side)
09/12/77 Nos.27-34 (Consecutive)
The Plough (No.27)

GV II

Public house and 7 terraced houses with shops. 1855-64. By William Finch Hill. Stucco with rusticated pilaster strips separating each house and at angles. Modified French Renaissance style. 4 storeys. 3 windows each. No.27 with 2 storey extension and 5 window return to Little Russell Street. No.27, The Plough, with wooden C19 public house ground floor. Pilasters support a mutule cornice. Segmental headed openings with panelled dados. Left hand entrance in Little Russell Street in early C19 shopfront with console bracketed cornice. Nos.29-34 with C19/early C20 shopfronts. 1st floor round-arched, architraved, recessed

2-pane sashes, above which architraved oculi enriched with swags. 2nd floor console bracketed sill bands to segmental-arched architraved sashes. Console bracketed cornice beneath 3rd floor architraved sashes with keys. No.27 with cornice surmounted by balustraded parapet; Nos 28-34 with plain parapet. INTERIORS: bar in two parts. Front bar much renewed but retains some early C20 panelling. Rear bar has early C20 counter, arched screen with later infilling and more wall panelling to side and rear.



Listing NGR: TQ3011481566

2.3 The Building Context

Museum Street is situated between Great Russell Street and Bloomsbury Way, forming part of a network of narrow, part-pedestrianised streets to the south of Robert Smirke's 1823 British Museum entrance frontage - the main forecourt of which was opened to the public in 1852.

Adjoining No. 28, The Plough at No. 27 Museum Street carries a plaque showing the date 1855, and forms the corner plot to the listed group. Good shop frontages survive to the properties Nos. 29-34, with cafes, restaurants, galleries, and gifts shops serving the passing museum trade.

The existing shop frontage to No.28 however, is not of good quality, and contains no visible material likely to date earlier than mid C20th.

Google Streeview composite of the shop frontage, taken in 2012, showing terrazzo step, aluminium shopfront framing, glass-block stall-riser, awning and fascia.



2.4 The Existing Building

2.4.1 Recent Uses

Until August 2013, the retail premises to No.28 was trading as “The Pancake Café”, the shop frontage comprising, terrazzo step (1950's?), plain aluminium frame (1970's) housing glazed aluminium door, glass block infill as stall riser, single glass window panel, single glass over-panel, aluminium framed awning, oversized painted plywood fascia with hand-painted signage, and with aluminium framed internally lit projecting sign to the north end of the fascia. On the left of the shop front, a painted softwood, six-panel door with clerestory gives access to the upper floors.

Photographic evidence for the shopfront in January 1985 (Camden Archives (CA) Neg 16/983/N14;P14 - Museum Street West Side - contact only) shows a similar arrangement, including projecting signage (although the lower sections are obscured by the traditional awning opened to the pavement and with shaped side panels), trading as ‘Mark Alistair’.



A further print dating to 8 August 1981 (CA - Neg 1306 (Barkshire) H033082-89.3 Museum St) gives a good view of the entire shopfront, in all respects similar to the existing arrangement, with the exception of horizontal glass louvres within the aluminium framed over-panel, and signage to the fascia apparently carried out in 'stand-off' lettering in capitals (stylistically 1950's?).



A search of Kelly's Post Office London Directories shows that Mark Alistair traded at 28 Museum Street as a Butchers from around 1963 to 1987. Prior to this, from perhaps 1950 to at least 1960, George Waller traded as a Poulterer, and between 1945 and 1948 Albert Charles Parish traded as a Poultry Dealer. This potted history of the meat trade's post-war economic recovery and development shows that the property, initially stocking live produce, is likely to have traded with a relatively open, well ventilated shop frontage. During the 1950's, as prosperity increased and meat supplies improved, the reliance on live stock decreased and it seems that the shopfrontage and signage were enhanced.

No evidence has been sought for the use of the premises prior to 1945.

2.4.2 Historic Fabric

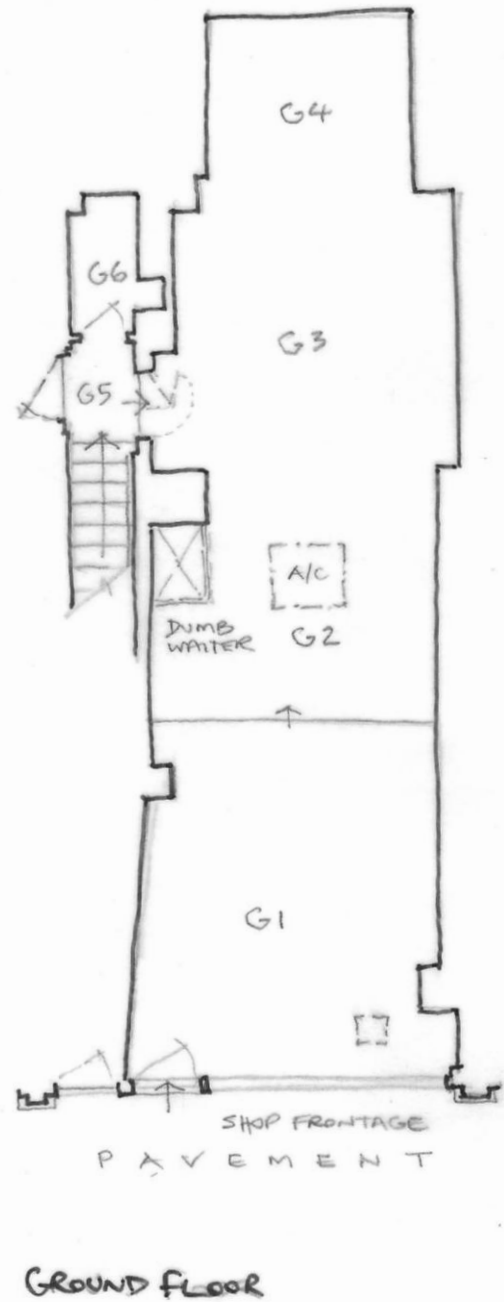
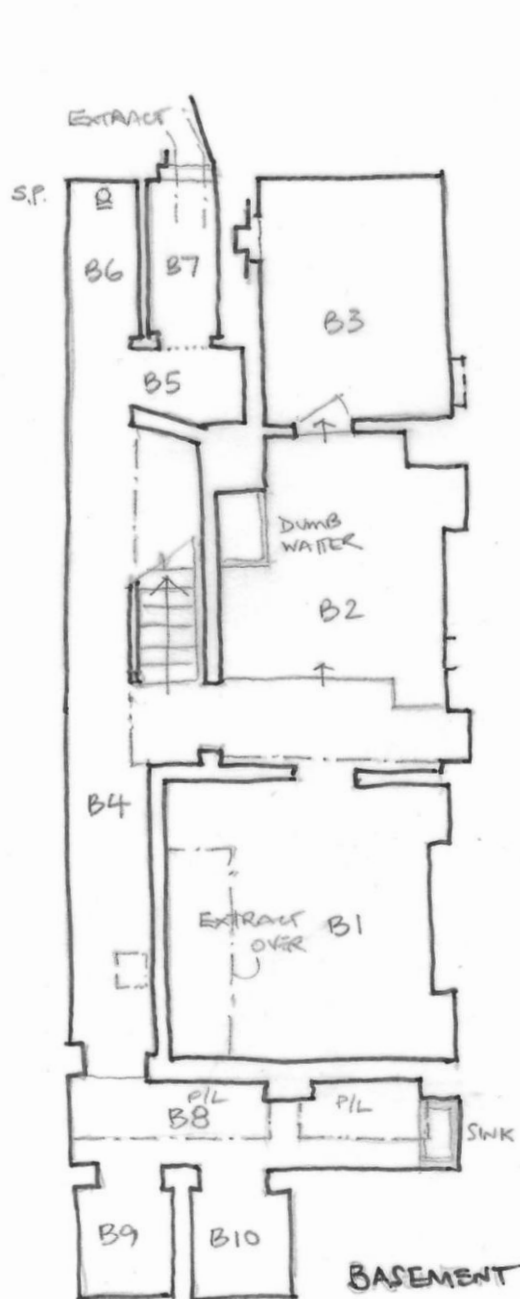
Externally

Physical evidence shows the terrazzo step being carried through below the aluminium and glass block infill. Further, the presence of an outline in the terrazzo step, close to the door frame is thought to be a clue to an earlier, narrower timber door frame member, contemporary with, or pre-dating the terrazzo (right).



Sketch Plan (6 December 2013) showing Existing Retail Premises at 28 Museum Street - NTS.

(Rooms numbered to assist referencing of text.)



Internally

The only internal evidence alluding to the use of the premises as a butcher's or poulterer's shop is in the photograph (right) taken in August 2013, showing a section of wall behind the shopfront, where the outline of characteristic butcher's wall tiling is visible below the white painted plastering. It is likely that this area survived being behind the serving counter.

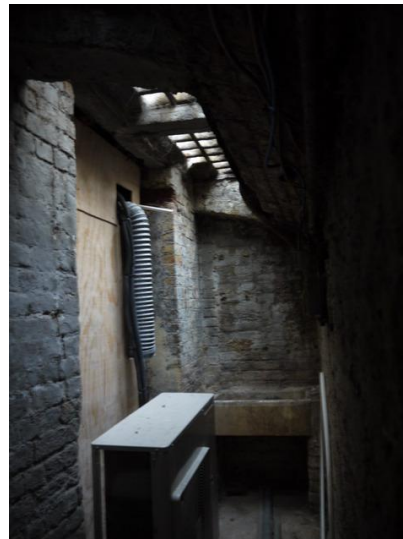


Internally, physical finishes relating to the original build are very limited. At basement level, unimproved wall finishes remain exposed at the rear (B7) used as a ducting route to the rear of the building.

The vaulted front area and cellar stores (B8, B9 and B10) are also unimproved showing original brickwork to walls and vaulting, with an undatable ceramic basin mounted on bricks at the N end, although the concrete pavement lights are recent.



View to window opening at rear of B7



Looking north under pavement lights in B8

Within the rear basement room (B3) a small fireplace with surround comprising tiled arch and bull-nosed brick jambs, has been retained behind the plaster-boarded dry-lining. Although locating an original flue, the fireplace is a fairly crude, post-war feature.



Fireplace surround with projecting creasing tile arch and bull-nosed brick jambs

Nearly all of the remaining non-new elements of structure and finishes exposed to view are thought to relate to the use of the building as a butcher/poulterer - given here a nominal dating as 1960's (though possibly late 1950's to late 1970's).

These 1960's pre-'The Pancake Café' elements can be listed:

1. Complete aluminium shop frontage infill
2. Doorframe - G3-G5
3. Door frame and door - Fire escape door - G5
4. Flush door to G6
5. Staircase, including strings and plain newel post
6. Door frame to B6
7. Door frame to B7

2.4.3 Fabric Relating to Previous Use - The Pancake Café (c.1987 - 2013)

As part of the works of refurbishment undertaken by the present owners, the existing internal finishes relating to the previous café use have been removed. Good photographic evidence exists, however, to enable the description of the finishes as at the end of August 2013 when still trading as The Pancake Cafe.

Ground Floor



General views of ground floor café arrangement

Throughout the ground floor public level the floor was laid with grey, 300 x 300mm stone-effect ceramic tiles on a concrete screed. The walls were finished with dado tiling comprising 300mm clipped white tiles and black diamond inserts, laid with a plain ex-100mm painted skirting and a 32mm ogee architrave as capping, with painted plaster above. The ceiling was of suspended plaster concealing servicing, and finished with a small planted cove.

A counter was located in the NE corner adjacent to the window.

The images (previous page) show the ground floor cafe space (G1 - G4), including the retained bi-fold door leading to the staircase lobby. From the stylistic treatment it is probable that the ground floor finishes are likely to date to around 2000 (or between say 1995 and 2005).

The lobby (G5) was laid with vinyl flooring on part-screed, part-floor boarding (below), with the toilet (G5) tiled as the café. An aluminium nosing protected the step between the café (G3) and the lobby.



Before with vinyl flooring to lobby

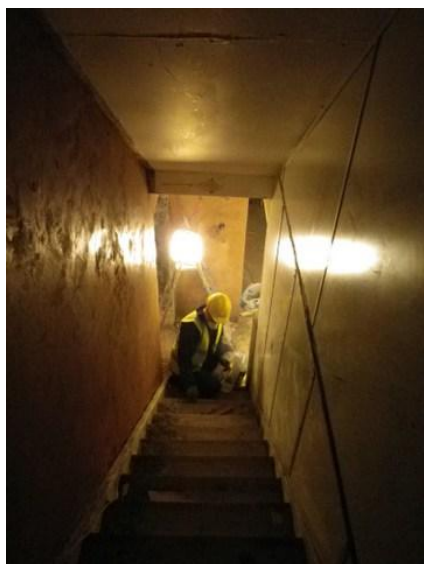


During refurbishment

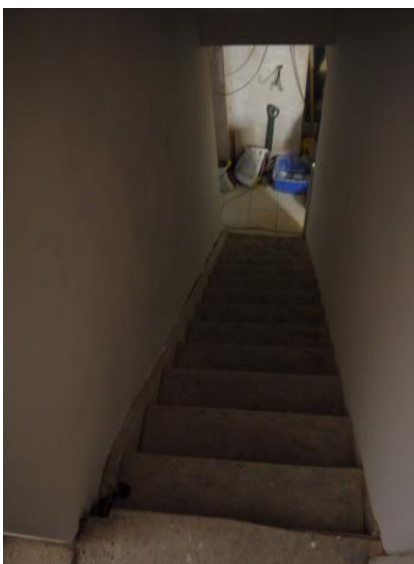
The plastered (on masonry) wall and jamb finishes to the lobby and toilet areas have been repaired or renewed.

Staircase

The staircase was at least partly covered with sheet-(painted hardboard?) panels with aluminium cover-strips. These have been removed. The 1960's staircase structure, with its distinctive heavy string section and plain newel post, has been retained, with necessary repairs carried out to the (already heavily re-lined) treads.



Staircase with boarded lining on RHS



Walls replastered

Basement

The main rooms within the basement (B1, and B2) were fitted out as a kitchen serving The Pancake Café. Photographs show plain, white, 150mm ceramic-tiled walls with red quarry tiled floors. The ceilings were plastered and painted. There is no evidence for the presence of skirting boards.



Kitchen (B1) looking east, September 2013, prior to refurbishment

2.5 Summary of Heritage Value

Externally

There is no visible evidence for any retained fabric relating to the original mid C19 shopfront, or indeed anything prior to the 1950's. The possibility, however, exists that fabric relating to an earlier structure may remain beneath the enlarged 1950's fascia.

It may be considered relevant that when listed, in December 1977, the official noted in detail the Plough at No27 Museum St, and recorded the shopfronts from No29 to No34 Museum St, but did not mention the shopfront to No28.

The aluminium shop front structure is indeed of poor original construction and heavily patched; even with its architectural glass-block stall riser it is unlikely to gain much though aesthetic revaluation in the foreseeable future.

The existing shopfront, is a hybrid compilation of 1950's and 1970's elements, and as an Asset it can be described of at best **Neutral Heritage Merit**.

Internally

The original mid C19 plan form of the building can be deduced by comparison between the basement and ground floor levels, and though heavily altered, much original structural fabric is present, although completely hidden by later finishes.

The only original finishes relate to the front area (B8-10) and the rear window (B7) which are perhaps better considered external. Indeed very few features are present even datable to the 1950's or 1960's alterations.

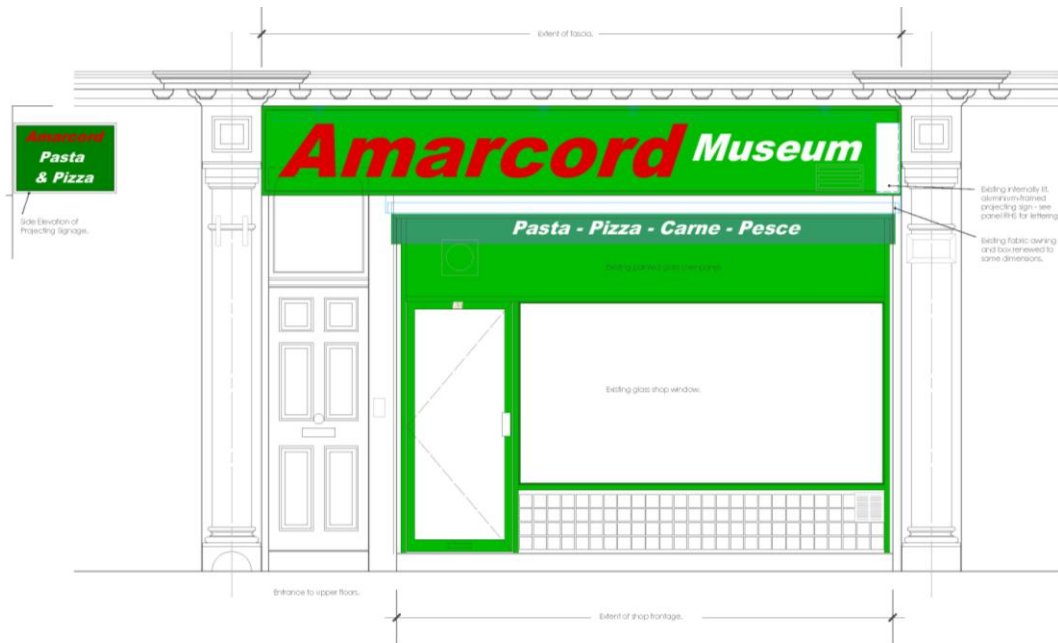
The interior therefore can be described as of **Minimal Heritage Value**.

3.0 THE PROPOSED ALTERATIONS

3.1 EXTERNALLY

3.1.1 The proposals allow for the retention of the existing aluminium shopfront structure, with its glass block stall-riser infill, as well as the terrazzo step.

3.1.2 The existing painted fascia, with its edge moulding is to be retained and repaired (including the overpainting of the existing signage). The fascia, over-panel and aluminium framing is to be brought into the family colour scheme approximating to Grass Green, ready to receive new signage, as set out on JALA drawings 388/2301 and 2302 (excerpt below - See Appendix).



3.1.3 The new fascia signage is designed as stand-off lettering in laser-cut perspex: 'Amarcord' (Approx 500mm high) and 'Museum' (approx 250mm high)

3.1.3 The existing awning is to be replaced, with one of similar pattern and size, reflecting the new signage; with the edge banner: 'Pasta - Pizza - Carne - Pesce' and the main lettering: 'Amarcord Museum'

3.1.4 The existing illuminated projecting sign is to be replaced, with one of similar pattern, fitted in the same location of slightly smaller dimensions, with the lettering:

'Amarcord
Pasta
& Pizza'

Right: Near-completed shop front, with Amarcord Museum signage on fascia, in unknown font.



- 3.1.5 The existing pair of white external spot lights are to be removed from the underside of the building's mullion cornice and replaced with a dark grey linear trough fitting fixed over the signage, directly to the fascia, and matching that to No.29 Museum Street.
- 3.2 INTERNALLY
- The proposals include the removal (with the exception of the bi-fold door to the lobby) of all the recent finishes relating to the previous café use.
- 3.2.1 Structural Alterations and Fittings
- A new dumb waiter is to be installed between the restaurant level (G2) and the kitchen (B2).
- A new extract hood is to be fitted in the kitchen (B1), ducted as previously through (via B7) to the rear elevation.
- The basement walls to B2 and B3 are to be dry-lined with preservative treated timber studwork and plasterboard, including forming panel access to the retained fireplace in the rear room (B3).
- A new oak-finished counter is to be fitted located on the south wall adjoining the dumb waiter.
- 3.2.2 Proposed Ground Floor Finishes
- The walls and (suspended) ceiling are to be plastered, with new oak veneered dado panelling, with oak capping and recessed skirting (930mm height overall).
- A new floating hardwood floor is to be fitted throughout.
- 3.2.3 Proposed Basement Finishes
- All ceilings are to be replastered.
- The existing walls to the main kitchen areas (B1 and B2), and the toilet (B6) are to be tiled.
- The remaining walls are to be plastered and painted.
- The floors are to be tiled throughout.

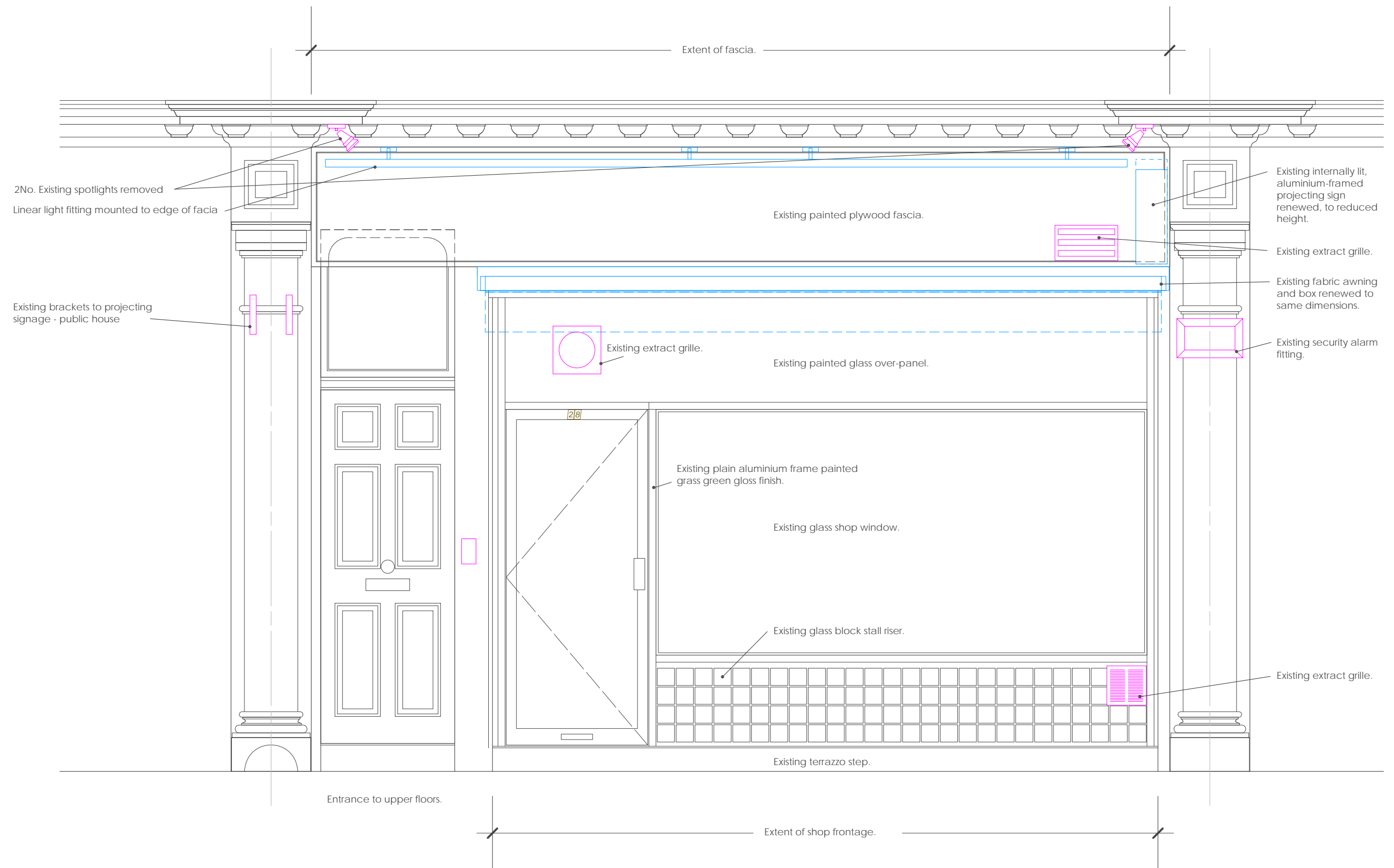
3.2.4 Schedule of Existing and Proposed Internal Finishes
(See Sketch Plans for room notation)

Room	Element	Existing	Proposed
G1-4	Ceiling	Plasterboard and skim suspended	Existing re-skimmed, repainted
	Walls	Painted plaster	Replastered, repainted
	Dado	Tiled to dado capping	Oak-veneered panelled to dado
	Floor	Ceramic tiling	Floating oak boarding
G5	Ceiling	Painted plaster	Replastered, repainted
	Walls	Painted plaster	Replastered, repainted
	Skirting	Painted softwood	Existing retained
	Floor	Vinyl sheet flooring	New oak boarding
G6	Ceiling	Painted plaster	Replastered, repainted
	Walls	Tiled; floor to ceiling	New tiling
	Skirting	None present	None present
	Floor	Ceramic tiling	New ceramic Tiling
B1-2	Ceiling	Painted plaster	Replastered, repainted
	Walls	Floor to ceiling white tiling	New white tiling as existing
	Skirting	None present	None present
	Floor	Ceramic (Raubon) tiling	New ceramic tiling
B3	Ceiling	Painted plaster	Replastered, repainted
	Walls	Plastered	New plasterbd dry lining
	Skirting	None present	None present
	Floor	Concrete	Concrete
B4-5	Ceiling	Painted plaster	Replastered, repainted
	Walls	Painted plaster	Replastered, repainted
	Skirting	Painted softwood	New painted softwood
	Floor	Ceramic Tiling	New ceramic tiling
B6-7	Ceiling	Painted plaster	Replastered, repainted
	Walls	Painted plaster	Replastered, repainted
	Skirting	None present	None present
	Floor	Ceramic Tiling/concrete	New ceramic tiling
B8-10	Ceiling	Brick/concrete vaulting	As existing
	Walls	Brickwork	As existing
	Floor	Concrete	As existing

4.0 DRAWINGS

JALA/388/

0300	Site Location	1:1250
2301	Shop Front - Proposed Alterations	1:25 at A3
2302	Shop Signage - Proposed	1:25 at A3



28 MUSEUM STREET, LONDON WC1
SHOPFRONT - PROPOSED ALTERATIONS

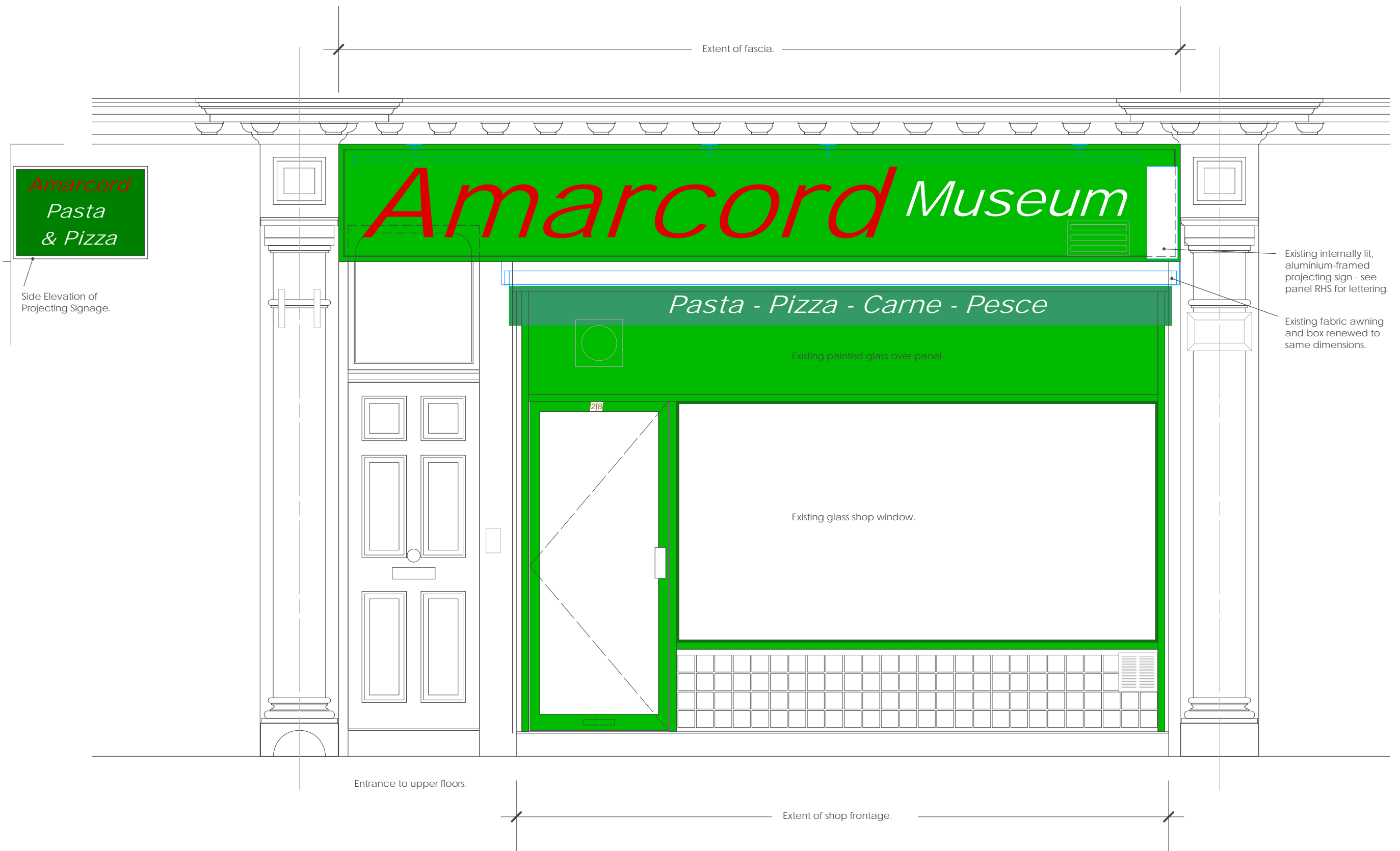
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STUDIO 111C 159-163 MARLBOROUGH ROAD LONDON N19 4NF T 020 - 7281 9856 E jala@jala.co.uk

DWG : 388/2301/A

SCALE: 1:25 @ A3

DATE : 06 JAN 2014



Note: Lettering represents size and massing only. See photographs for exact font.

28 MUSEUM STREET, LONDON WC1
SHOPFRONT SIGNAGE - PROPOSED

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DWG : 388/2302

SCALE: 1:25 @ A3

DATE : 18 DEC 2013