

# Design, Access, Illuminated Overhanging Signs & Shop Front Conservation Statement

Site at

**GIGs**

Fish and Chip Restaurant & Take Away

12 Tottenham Street - London - W1T 4RE



Proposal

**Retention of 'externally Illuminated' overhanging shop front signs (x2)  
at Tottenham and Whitfield Street Elevations and the retention of the  
'external illumination' (of the non illuminated sign) over central main doorway**

Local Planning Authority

London Borough of Camden

Applicant

Mr Aristos Papasavva  
of GIG's Restaurant & Take Away

June 2012



## ■ Photographs

WHITFIELD Street

TOTTENHAM Street



Front and Street Scene Elevations of **GIGS** (est. 1958) Restaurant and Take Away

WHITFIELD Street

Junction of TOTTENHAM & WHITFIELD St's

TOTTENHAM St



**Externally Illuminated**  
Overhanging Shopfront Sign



**Externally Illumination**  
of non Illuminated Sign



**Externally Illuminated**  
Overhanging  
Shopfront Sign

# C O N T E N T S

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## ■ Site Details

GIGs - 12 Tottenham Street - London - W1T 4RE

Local Planning Authority : **London Borough of Camden**

Appeal Site Application Address : **12 Tottenham Street, London,  
W1T 4RE**

Ward : **Bloomsbury**

Conservation Area : **Charlotte Street Conservation  
Area**

Listed Buildings in the Immediate  
Area – Grade II : **24, 26, 28, 30 and 39  
Tottenham Street W1T**

Relevant 'Material' Publications : **Charlotte Street Conservation  
Area – Character Appraisal and  
Management Plan.**

Author : **Nathaniel Lichfield &  
Partners Ltd**

Dated : **11<sup>th</sup> July 2008**

Adopted : **24<sup>th</sup> July 2008**

Buildings Classified as ~ : **1, 9, 11, 15-19(odd), 27-37(odd),**

'Positive Contributors' : **41-45(odd, 49. 8-12(even), 12a,  
32, 52, 54. Tottenham Street W1T**



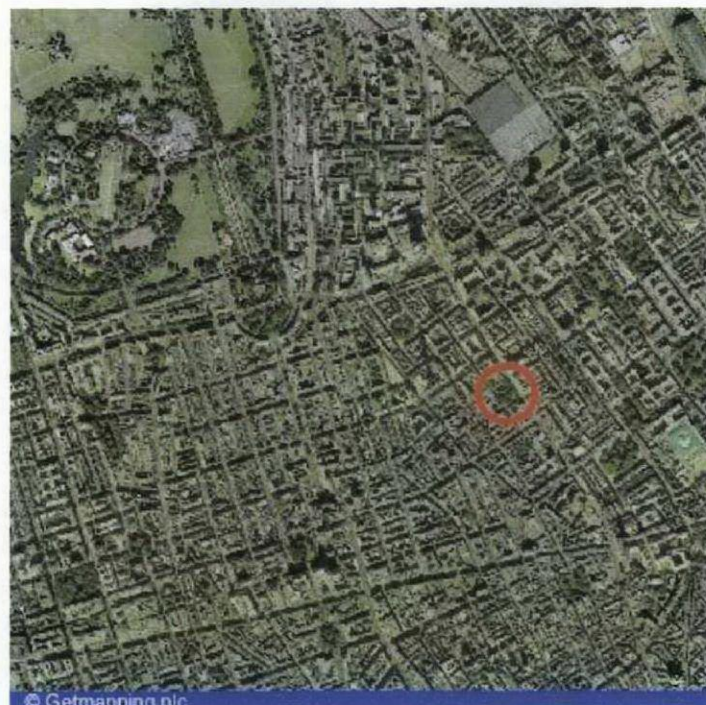
Shop Fronts of Merit	:	15, 19, 26, 28, 30, 35, 39 Tottenham Street W1T 41 Whitfield Street W1T
Elements of Streetscape Interest	:	Granite Kerbs, Cobbled Crossover, Coal Holes.
Conservation Area ~ Detractors	:	44-50 (Arthur Stanley House) Tottenham Street W1T Whitfield Gardens
Planning Application Documents	:	Design, Access, Environmental and Conservation Assessment Report
'Submitted' Drawings	:	GiGs/W1T/0SP - Site Plan  GiGs/W1T/00P - Photographs  GiGs/W1T/001 - Proposed Elevations  GiGs/W1T/002 - Proposed Over Hanging Illuminated Fascia Signs – Sections & Proposed Elevation of the Illumination of the Non Illuminated Sign

## 1.0 The Site and Surrounding Area

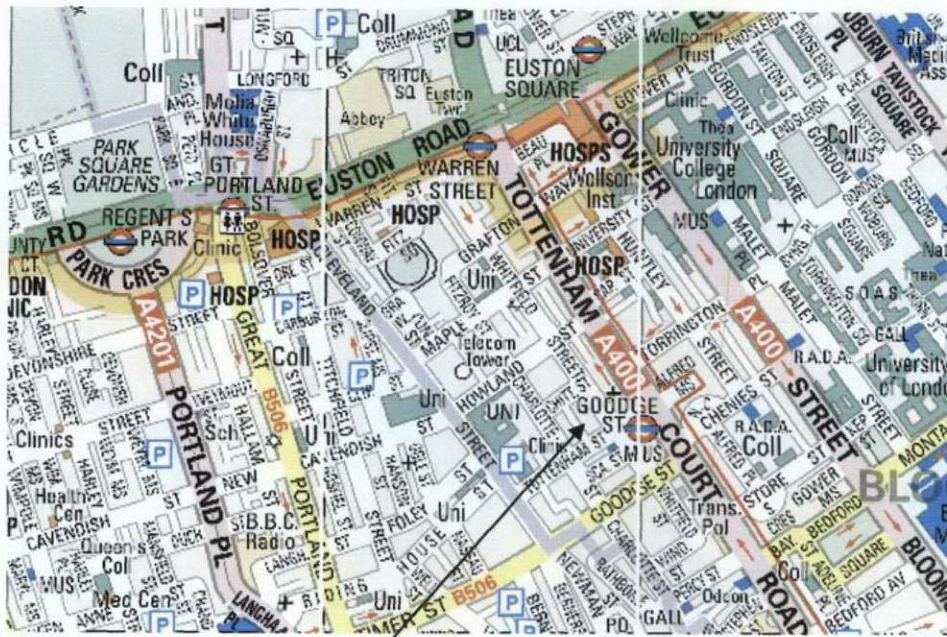
- 1.1 12 Tottenham Street W1T 4RE site is located in the Central and North London Borough of Camden.



- 1.2 12 Tottenham Street W1T 4RE is located close to Goodge Street Underground Station (Northern Line) on Tottenham Court Road.

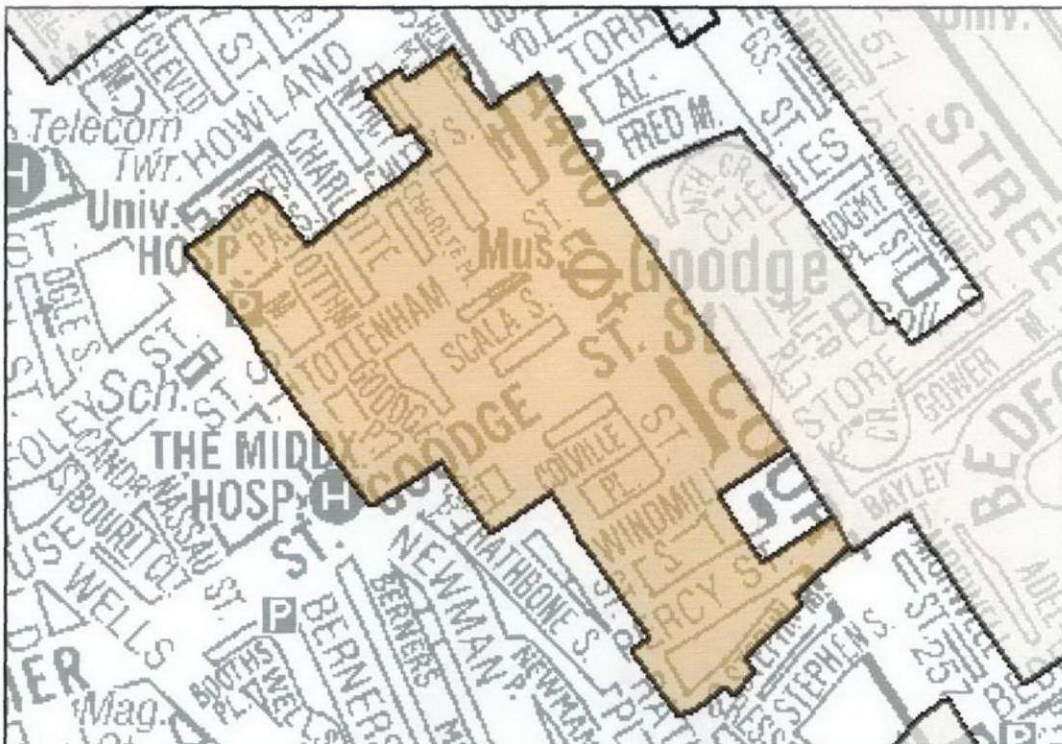






Gigs - 12 Tottenham Street. W1T 4RE

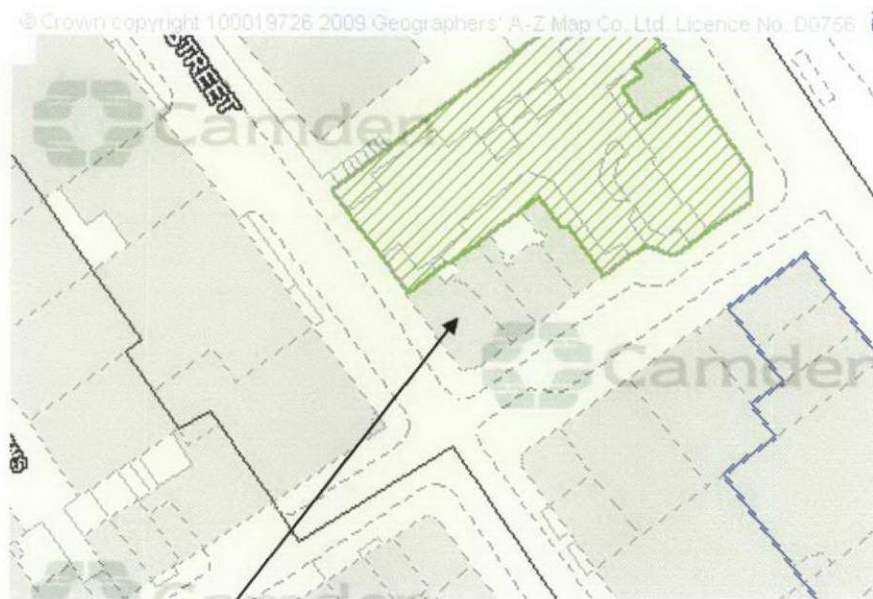
- 1.3 12 Tottenham Street W1T is located with the borough conservation area of 'Charlotte Street' (boundary of the 'Charlotte Street Conservation Area' shown below).



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- 1.4 12 Tottenham Street W1T is located at the juncture with Tottenham Street W1 and Whitfield Street W1T with an area of mixed uses of restaurants, shops, offices, commercial, residential and local open spaces, this area is known as Fitzrovia.



Gigs - 12 Tottenham Street. W1T 4RE



- 1.5 The ground floor of this corner building is provided with a 'fish and chip take away and sit down restaurant (A3) with approximately 30 internal covers and pavement seating for approximately 10 covers. Residential accommodation is located above and accessed from 12a Tottenham Street W1T. The take away section of the shopfront is located in Whitfield Street W1T which occupies the longest frontage of the fish and chip restaurant and take away.



## 2.0 Planning History

### 2.1 Formal Planning History

Planning permission (advertisement consent) was **GRANTED** on 25<sup>th</sup> August 1967 for ;

- i) Internally-illuminated fascia sign with red & blue letters to read 'Gigs FISH BAR' on a white background. Length 15', depth 1'6", overall height 11'6" and sited on Whitfield Street frontage.
- ii) length 12' and sited on Tottenham Street frontage.
- iii) as for i) but red blue & black letters to read 'RESTAURANT & KEBAB HOUSE', Length 5' and sited on splayed corner frontage between Whitfield Street and Tottenham Street.
- iv) two internally-illuminated double-sided box signs with red, black and blue letters to read 'FISH BAR & KEBAB HOUSE' on a white background. Projection 3'5", depth 1'6". overall height 11'6". One sited on Tottenham Street frontage and other on the Whitfield Street frontage.

LB Camden Planning File Reference : CA/806/A

### 2.2 Fire at GiGs - February 2009

The ground floor of the building was gutted by a severe fire back on Monday 2<sup>nd</sup> February 2009. It is understood (after an investigation by the London Fire Brigade), that it was likely that a chip fryer had probably caught alight due to an electrical/thermostat fault. The fire travelled extremely rapidly and speedily through the existing extractor fan which heightened the speed in which the fire travelled through the basement and ground floor of the fish and chip restaurant and take away.

The fire caused substantial damage to the basement and ground floor of the building. The residential accommodation (C3) above, fortunately, was unaffected by the fire. The basement was gutted and substantial fire damage was caused to the ground floor take away element of the customer service area (Whitfield Street W1T elevation), and also the ground floor restaurant (Whitfield Street and Tottenham Street W1T elevations).

The floor joists and boards between the basement preparation area and the ground take away and restaurant were severely fire damaged. Both joists and floor boards also suffered water damage from the fire hoses of the London Fire Brigade when the Brigade put the fire out and also their 'dampening down' of the fire. Further, when assessed after the fire, the joists and many of the floor boards were found to have been rotten suffering from age and wood worm impregnation which hastened the spread of the fire. The stall risers and complete shopfront was unstable and in danger of collapse and was considered a 'dangerous structure' and was demolished on safety grounds.

- 2.3 The Council undertook Enforcement Action (ref : EN/09/1101) with regard to the 'installation of an openable shop front' in 2009 that was constructed without the benefit of planning permission ;



- 28<sup>th</sup> Jan 2010 - Mr Papasavva was informed by a local resident that the Council had concerns with regard to the new replacement shopfront that was constructed as a result and due to the severe fire of February 2009 that gutted the fish and chip restaurant.
  
- 29<sup>th</sup> Jan 2010 - Mr Papasavva phoned the Council to speak to the relevant office/department and left his contact mobile phone number.
  
- 1<sup>st</sup> Feb 2010 - Mr Papasavva rang Mr Patrick Oldfield of the Councils Planning Enforcement Team who informed him that the Council had received complaints about the new replacement shopfront.
  
- 1<sup>st</sup> Feb  
to  
10<sup>th</sup> Feb 2010 - Mr. Patrick Oldfield visited 12 Tottenham Street W1T (unaccompanied) and stated to Mr Papasavva that the Council had concerns with the shopfront that had not been granted planning permission.
  
- 19<sup>th</sup> Feb 2010 - 'Draft' proposals submitted to Mr Patrick Oldfield and Mr Charles Rose of the Planning Conservation Team by Mr Papasavva's Planning Consultant.
  
- 21<sup>st</sup> Mar 2010 - 'Full' planning application submitted on 12<sup>th</sup> March 2010 seeking, ' Demolition of existing fascia sign and erection of reduced sized fascia signs with reinstatement of individual historical capitals/consols on all existing column/pilasters with retention of associated blinds and new hardwood shop front (with access for all). '

LB Camden Planning File Reference : EN/09/1101

- 2.5 Planning Permission was **GRANTED** on 21<sup>st</sup> May 2010 for the 'Erection of new shop front to existing restaurant (Class A3)'.

LB Camden Planning File Reference : 2010/1579/P

- 2.6 Advertisement Consent was **GRANTED** on 21<sup>st</sup> May 2010 for the 'Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia sign to Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3)'.

LB Camden Planning File Reference : 2010/1572/A



### 3.0 Conservation Area Considerations

- 3.1 The application site is located within **The Charlotte Street Conservation Area**.

Separate planning policies seek to retain the historical nature illuminated signf borough conservation areas. Development changes and alterations within conservation areas are permissible providing that the 'preserve' and or 'enhance' the building in which they are set. The existing historical or changing street scene also needs to be respected.

- 3.2 It is not uncommon to see illuminated external projecting signs as well as the illumination of non illuminated facia signs in both retail and commercial shops and premises in LB Camden conservation areas. Within the immediate area (including Tottenham Court Road and surrounding streets such illuminated advertisement signs have been granted advertisement consent by the Council.
- 3.3 It is important that such illuminated projecting signs and the illumination of non illuminated signs are carefully designed and respect the parent buiding and the associated street scene.
- 3.4 Previous planning applications have been approved at the application site recently (new shop front and advertisement signs) all of which have been carefully designed with conservation area design principles incorporated both in the design concept and final 'as submitted' and 'approved' drawings.

The area case planning officer's attention is drawn to approved applications **2010/1579/P** and **2010/1572/A**.

## 4.0 Design and Access

- 4.1 The Charlotte Street Conservation Area – ‘Character Appraisal and Management Plan’ – 11<sup>th</sup> July 2008 (Nathaniel Lichfield and Partners)  
- Adopted by the Council on 24<sup>th</sup> July 2008
- 4.2 **The Charlotte Street Conservation Area – Character Appraisal and Management Plan** – adopted by the Council on 24<sup>th</sup> July 2008 makes two very interesting conclusions ;
1. 12a Tottenham Street W1T (the residential accommodation on the upper floors above the fish and chip restaurant and take away), is classified as a building that is a ‘Positive Contributor’ to the conservation area.
  2. of the shop fronts classified as ‘shop fronts of merit’ in the conservation area, 12 Tottenham Street W1T is not classified as a shopfront (pre fire of February 2009), of merit, whereas the following shop fronts are, 15, 19, 26, 28, 30, 35, 39 Tottenham Street W1T and 41 Whitfield Street W1T.
- 4.3 Based on these findings the current shop front has been completely remodelled and improved, as the building above ground level is considered by the Charlotte Street Conservation Area report as a ‘positive contributor’ to the conservation area. The fascia sign is integrated back into the architectural form of the parent building and that this can be facilitated by the reinstatement of the five vertical pier consoles above the shopfront dividing bay piers. This has reduced the dominance of the previous fascia and has facilitated 5 smaller and individually bay sectioned fascias.



Shop Front – Pre Fire : Feb 2009



Shop Front – Nov 2009 to May 2011





## Improved and Existing Shop Front

Post May 2011 to Date

The architectural link between the ground floor shop unit (GiGs) and the upper residential floors have been positively addressed and has facilitated the reinstatement of the vertical emphasis and architectural natural 'eye lines' back into the overall building through the reinstated shop front facade capitals as approved by planning application **2010/1579/P**.

This proposal detailed in approved application **2010/1579/P** (Granted planning permission on 21<sup>st</sup> May 2010) has formally addressed the buildings historically and natural past bringing the refined architectural detailing of the fascia components and detail back to the present day that has clearly benefited the parent building, the street scene, the immediate area and adjacent buildings, as well as positively both 'preserving' and 'enhancing' the Charlotte Street Conservation Area.

- 4.5 The use of hardwood as the shop front natural building material as approved by the Council by application **2010/1579/P** has set this shop front apart when compared to others in the immediate vicinity exhibiting 'good conservation design' that is sympathetic and respectful to these considerations, whilst most other shop fronts close to the site would fail such architectural and conservation scrutiny.

- 4.6 The Retention of the Existing Externally Lit Fascia Signs and the Illuminated non illuminated central sign

- 4.7 The existing **Charlotte Street Conservation Area** is characterised by illuminated shop front fascia signs with overhanging externally lit box signs, all being approved advertisement consent by the Council.

The Charlotte Street Conservation Area – '**Character Appraisal and Management Plan**' – **11<sup>th</sup> July 2008 (Nathaniel Lichfield and Partners)** - Adopted by the Council on

24<sup>th</sup> July 2008 does not discourage such shop front advertisement signs in which there are many in the immediate area of 12 Tottenham Street W1T 4RE.

It is considered, after assessment, that the existing externally illuminated fascia signs and the externally illuminated non illuminated sign ;

- a) fits comfortably and fully complements the façade in which it is set and also the existing reinstated architectural details of the column/pilasters and the reinstated capital/consols and fit comfortably within them (the illumination element of the illuminated 'non illuminated sign' over the main/central doorway to the restaurant).
- b) the illumination of the of the overhanging signs at both Whitfield and Tottenham Street elevations of the shop front facade have been carefully designed to provide the desired degree of illumination without causing any harm to the reinstated shop front facade.



## 4.0 Retention of Shop Front Externally Illuminated Signs

- 4.1 One of the projecting overhanging signs and the non illuminated signs already have planning permission ( see LB Camden Planning File 2010/1572/A 'Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia sign to Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3)'. Granted Advertisement Consent on 21<sup>st</sup> May 2010.

The non illuminated centralised fascia sign did not require advertisement consent.

- 4.2 An initial survey of the immediate area (that included Tottenham Court Road) shows that the Council has permitted numerous illuminated projecting signs as well as the illumination of non illuminated fascia shop front signs.

The Council does not object to such illuminated signs in either conservation areas and non conservation areas providing that they are designed well and do not dominate the existing shop front and its associated fascia/s.

- 4.3 The illumination of the projecting box signs and the illumination of the non illuminated sign have been carefully designed to complement the parent building, the shop front itself, the Charlotte Street Conservation Area and the existing street scenes of Whitfield and Tottenham Street's.

## 5.0 Conclusion

- 5.1 This area case planning officer's attention is redrawn to shop front illumination retention proposal as detailed in submitted photograph and plans GiGs/W1T/0SP (Site Plan), GiGs/W1T/00P (Photographs), GiGs/W1T/001 (Proposed Elevations) and GiGs/W1T/002 (Proposed Over Hanging Illuminated Fascia Signs – Sections & Proposed Elevation of the Illumination of the Non Illuminated Sign).

- 5.2 As the Council is aware the applicant has spent a lot of money on the refurbishment of the restaurant and take away since the fire in February 2009 as can be seen from the photographs at paragraph 4.3 of this report and as detailed in 'submitted plan' GiGs/W1T/00P (Photographs).

It has been the applicant's desire to bring back (as close as possible) the historical shop front with regard to its 5 defined bays with its associated column details that make this shop front so distinctive and to ensure that the Charlotte Street Conservation Area and the street scene is both 'preserved' and 'enhanced' by any alterations and with the rehabilitation of the ground floor restaurant and take away use.

- 5.3 The design of the illuminated projecting signs (x2) and the illumination of the central non illuminated sign over the main entrance to the restaurant have been similarly designed complimenting the rehabilitated shop front and its setting in both Whitfield and Tottenham Streets and compliment the Charlotte Street Conservation Area and not causing any harm to it.