

## 2.0 Design Statement

## Design statement

### The proposed scheme

The facades to this eastern end of Goodge Street are much altered and have, over time, lost their coherent Georgian character. The proposals seek to reinterpret this character by the use of flat-fronted brick facades with the simplicity of well proportioned openings in solid masonry walls.

### Streetscape - views along the street

The proposals acknowledge angled views down Goodge Street, where the facades are seen in perspective rather than orthogonally. Through the development of the design, this has been acknowledged considering the importance of the window openings as having equal significance to the facade as the elevation as a whole. This is achieved by rendering the window reveals as is the case on the neighbouring buildings.

### Roofscape

By setting back the upper floor the effective mass of the building as viewed from street level is reduced. The upper level is mansard-like in form with projecting dormer windows to the uppermost storey punctuating the roof form against the sky-line. In earlier proposals, a pavilion-like structure was envisaged, however through discussions with LBC a mansard approach was seen to be more appropriate to the prevailing context. The line of the remaining upper floor was also moved back to ensure that the parapet dominated the roof form.



Existing Goodge Street Elevation

### Improving retail at ground

The current retail offer is piecemeal with each unit infilling the ground floor with ad hoc shop fronts and signage altered pragmatically over time. In the proposed scheme the retail unit will form a coherent active streetscape with a simply glazed facade and considered signage, keeping the character and scale of retail on the street.

### Residential accommodation

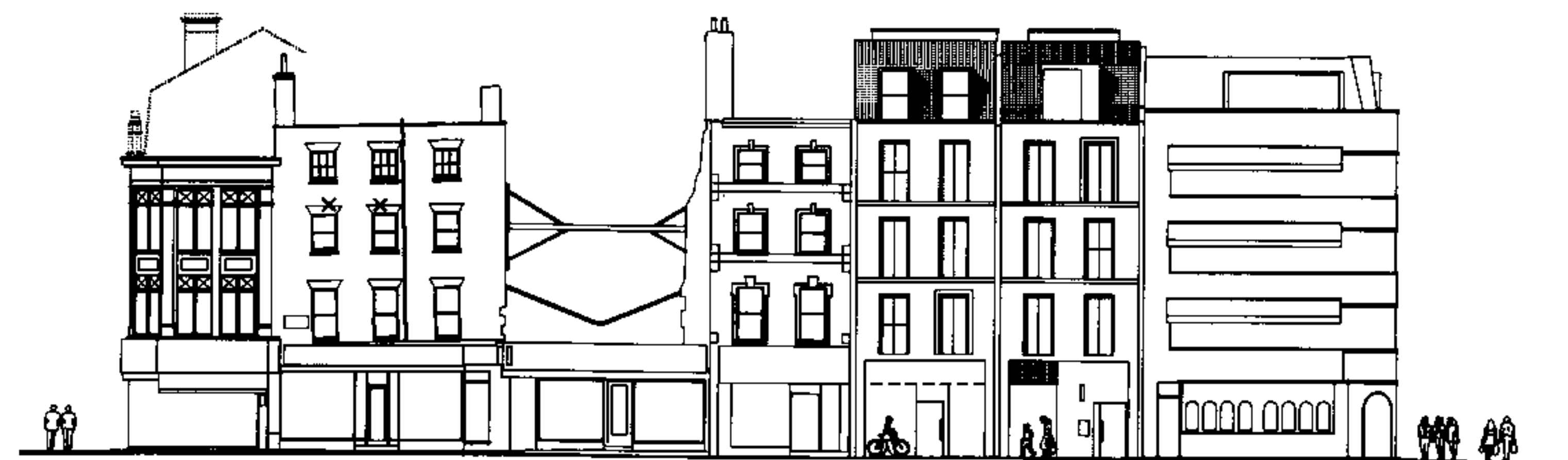
The residential units respect the original plot widths providing 7 one and two bedroom units served by a single stair. Balconies to the rear provide amenity to the flats.

### Sustainability

Within the constraints of development within a conservation area, sustainability has been a priority in developing the scheme with a series of sustainable elements incorporated in the design including a green roof and cycle storage. The design of the facades, using masonry walls and high performance glass for the retail areas also contribute to the buildings thermal energy performance by exceeding the minimum requirements under part L of the Building Regulations.

### The urban block

The contribution of the proposals for this application and the application for 61-63 Tottenham Court Road/1-7 Goodge Street on behalf of LMS (Goodge Street) Ltd have been considered together to contribute to the successful completion and repair of this corner block on Tottenham Court Road and Goodge Street.



Proposed Goodge Street Elevation