



Design and Access Statement

Full planning application and advertising consent application for 38a and 38b Goodge Street, W1T 2QW

Document reference: GS-030

21 October 2014



38a Goodge Street

38b Goodge Street

Entrance door to
basement and
residential upper floors
of 38 Goodge Street

Facade of 38 Goodge Street



1.0 INTRODUCTION

This Design and Access Statement has been prepared using the format set out in the CABI guidance and accompanies the planning application for the proposed works at 38 Goodge Street, London W1T 2QW. It sets out details of the proposed works and highlights the design and accessibility credentials of the scheme set against the provisions of Camden Council planning policies and guidance.

The proposed works involve the renewal of the ground floor facade of 38 Goodge Street, which comprises two A1 shops, a barber shop and an optician, plus an entrance door enabling access to the residential units above and basement below. The barber shop, Nicholas Gents Hairdressers, is a long established family business which has been operating continuously since 1967. The family that owns and operates the Barber Shop also owns the freehold for the rest of 38 Goodge Street. The proposed facade works aim to improve the condition and appearance of the facade at street level as part of the long term maintenance of the building. No change to the use of the building is proposed.

2.0 DESIGN

1.1 Existing condition

The existing facade is of mixed condition and appearance. The shopfront to No. 38a (Nicholas Gents Hairdressers) comprises natural finished aluminium framed glazing and entrance door, installed in the early 1990s. The shopfront is out of character with the timber framed shopfront to No. 38b (Black Eyewear), which is thought to be original. The dark film applied to the shopfront reduces the transparency of the glazing and is out of character with the streetscape.

The fascia signage and retractable awnings to both shops is in poor condition. The moulding to the boundary wall on the No. 38a side has been lost, as has the original pavement lights to the basement. In addition, general maintenance is required to various areas of the ground floor facade.

1.2 Use

The proposed facade works are to the shopfronts of the two A1 retail shops, a barber shop and optician. No change of use is proposed. There are residential units above and a basement below accessed independently, which are outside the scope of this application.

1.3 Amount

The proposed works are restricted to the ground level shopfront, fascia signage, retractable awnings and paved area between the shopfront and public footpath. It is proposed to replace the aluminium framed shopfront glazing to No. 38a (barber shop) but not the shopfront to No. 38b (optician). All access points will remain in the same locations.

A small split-system air conditioning condenser unit is proposed for the barber shop, with the external unit located at low level in the rear courtyard. This would only serve the barber shop and would only be used during the barber shop opening hours. Please refer to the Acoustic Report which accompanies this application.

1.4 Layout

The proposals do not alter the existing layout or extent of shopfront glazing, entrances or hardstanding. The fascia signage, retractable awnings and shopfront glazing will all be replaced essentially on a like for like basis.

Along Goodge Street there is an overall consistency in the scale of building frontages, which are predominantly four storey, mainly terraced townhouses with ground floor shopfronts. The fascias for the shopfronts along the street vary in height and depth. Many shops have retractable awnings which are predominantly located below the fascia signage.

The replacement shopfront to No. 38a would be similar in arrangement to the original timber framed shopfront to No. 38b, including a curved section of glazing. It would have a recessed entrance door in line with the residential/basement entrance door so that the same condition was reflected on both sides of the facade. Both the new door and shopfront would have a solid section at low level in line with No. 38b.

To address the poor condition and irregularity of the existing fascia signage and retractable awnings to both shops, it is proposed that these would be replaced. The new fascia signage would be a consistent height and depth, with matching retractable awnings located below the fascia signage. New pavement lights will be located in an even arrangement in front of the shopfronts. Similar examples of pavement lights can be found elsewhere along this section of Goodge Street.

1.5 Scale

The scale of the proposed shopfront to No. 38a will reflect the scale of the shopfront to No. 38b, with a solid base, a large flat shopfront window with a curved panel to one side, and a slightly recessed door to match the opposite side of the facade.

The scale of the new fascia signage will be similar to existing. The scale of the proposed retractable awnings will be more consistent and appropriate to the scale of the shopfronts and streetscape. The existing canopy to No. 38b is disproportionately large because the shop was formerly occupied by a florist which required more extensive shading. The proposed awnings will be a simple extended/retracted type, as the more bulky modern retractable awnings needed by eating establishments are not necessary in this case.

1.6 Landscaping

There is no existing soft landscaping and none is proposed.

The existing hard landscaping consists of bitumen, concrete and a metal access hatch to the basement in an adhoc arrangement. It is proposed to incorporate an area of pavement lights into the hardstanding including an integrated opening hatch to replace an existing solid hatch.

1.7 Appearance

The proposed works will provide a more cohesive facade more in keeping with the historical character of the area. Replacement elements will relate to the scale and layout of the existing original elements of the facade and streetscape, but with a complementary contemporary approach to detailing with the aim of creating a classic appearance.

The proposed replacement shopfront will be painted timber framed. Mouldings will be simplified and a butt joint used for the junction between the curved and flat sections of glazing. The entrance door to No. 38a will be full height rather than a fanlight being used.

New signage will generally be in the location and medium existing signage, for example painted fascia signs, painted awning signage, painted/acrylic transfer signage on the glazing and small informative signs inside the shopfront. All signage will relate to the name of the business, services offered and general information such as opening times and prices. New lighting is proposed for the fascia signage, which will be directional to avoid light spill to residential properties above. A replacement wall mounted illuminated barber shop pole is also proposed as it relates specifically to the function of No. 38a.

3.0 ACCESS

3.1 Existing and proposed conditions

The existing shops are currently considered accessible, with level or gently sloping access, no trip hazards and entrance doors which are manually openable with an acceptable level of resistance.

The width of the existing entrance door to No. 38b which is being retained is 750mm, which is acceptable under Approved Document M for existing buildings. The proposed new entrance door to No. 38a will meet or exceed the 800mm minimum entrance door width for new buildings stated in Approved Document M.

The proposed new pavement lights and tiling to the external area will have an appropriate level of slip resistance and will be laid flush so as not to create any trip hazards. Weather protection will be provided by the retractable awnings. Appropriate manifestation, colour contrast and door handles will be provided in line with Approved Document M.

4.0 HERITAGE

4.1 Policy Context

Guidance on development proposals affecting buildings in conservation areas is set out in the National Planning Policy Framework, particularly section 12 'Conserving and enhancing the historic environment'. The guidance set out in the Charlotte Street Conservation Area Appraisal and Management Plan has also been considered.

The National Planning Policy Framework (NPPF) was published in March 2012 and replaces PPS5. It provides government guidance on managing the historic environment. Section 12 of the NPPF deals with conserving and enhancing the historic environment and places weight on understanding the 'significance' of heritage assets as a basis for development control decisions. In considering development proposals local authorities should take into account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

4.2 The History of the Property

The site is within the Charlotte Street conservation area and is identified as a positive contributor. Shops and public houses are a feature across the area, generally forming part of or having been inserted into the earlier terraces, reflecting the growth in commercial activity in the area. There are many examples of good shopfronts of varying dates reflecting the gradual expansion of commercial activity in the area, as well as some which are less sympathetic.

Generally, yellow London stock brick is the predominant material used across the conservation area, reflecting the cheapest locally available material, and was favoured in 18th and early 19th century London. Red brick is seen as a contrasting feature and in the late Victorian and Edwardian buildings. Red brick, stone and stucco are all used as contrasting detailing in the articulation of frontages. Stucco was increasingly used from the early 18th century, initially at ground floor level with rusticated stucco to mimic stone and from the 1820's more

frequently across whole elevations. From the late 19th century the use of terracotta and faience began to be seen, particularly on public houses.

The introduction of shopfronts and other ornamentation in the 19th century and commercial developments during the 20th century reflect the way in which occupation and activity within the area has evolved. There are traditional, small scale-shops across the majority of the area at ground floor level, characterised predominantly by small-scale independent businesses. This largely independent nature of shops and other uses maintains the vitality and character of the area.

4.3 The Significance of the Property

This section sets out the significance of the property in accordance with English Heritage's Conservation Principles. In April 2008, English Heritage published 'Conservation Principles' which outlines policies and guidance for the sustainable management of the environment. The document sets out to understand the values of a place, how to assess heritage significance and how to manage change to significant places. According to the document, the value of a place/asset should be assessed according to four values. These are not discrete, self-contained concepts but overlap and interact to some extent. These values have been adopted for the purpose of assessment as best practice and are:

1. Evidential: This is the potential of a place to yield evidence about past human activity, an example being an unexcavated archaeological site. This value does not apply strongly in this case.
2. Historical (illustrative and associations): The property possesses historical value in that it provides a connection to past events and aspects of life. This value does not apply strongly in this case.
3. Aesthetic (design value): This refers to the ways in which people draw sensory and intellectual stimulation from a place. The façade at ground floor level to No. 38b is thought to be original, and is of aesthetic value. However, the facade to 38a is a modern shopfront that currently has little architectural merit, distinguishing features or aesthetic value. The entrance door to the rest of the building is also modern and of little architectural merit, however this is outside the scope of this application. The original moulding to the boundary wall is still evident on one side of the facade, and the original pavement lights replaced with solid concrete.
4. Communal (commemorative, symbolic and social): This value does not apply strongly in this case. The existing shop uses will be continued, including the barber shop. There has been a barber shop on the site since the 1940s.

4.4 Scope of works

- New shopfront to No. 38a: Similar proportions to the original shopfront at 38b, including a solid lower section and curved glazing, a common feature of shopfronts along this section of Goodge Street. However,

the proposed shopfront will reflect its time, with slightly more modern detailing and a full height door. It is considered that the reinstatement of the original proportions will enhance the appearance of the conservation area by providing a more cohesive and sympathetic facade.

- New fascias and retractable awnings to the full extent of 38 Goodge Street: These will be painted timber fascias in the style of the existing fascias, however the mismatched heights and poor condition of the existing fascias will be addressed, as well as the contrasting styles of the existing awnings and the location of the No. 38b awning above the fascia sign. This awning is out of character for the street as the majority of awnings are located beneath the fascia signage. The new fascias will have a consistent height and depth. New matching awnings to both shops will be located neatly beneath the fascia signage. The style of the awnings will be a simple extended/retracted type, as the more bulky modern retractable awnings needed by eating establishments are not necessary in this case.
- New pavement lights: There were originally pavement lights to the majority of buildings along this section of Goodge Street, many of which have been lost, including to 38 Goodge Street. It is proposed to reinstate pavement lights to sections of the external hardstanding. This will be neatly contained within a tiled border.
- External moulding: A moulding similar to the original will be added to the boundary wall to No. 38a to improve the cohesiveness of the facade.
- Advertising and signage: The existing painted fascia signage to Black Eyewear will be reinstated like for like. Likewise, painted signage will be reinstated to the fascia to 38a. Painted signage will also be reinstated on the canopy to No. 38a. Signage to the new shopfront and door to 38a replaces existing signage on the shopfront and door as well as signage inside the shopfront, but with updated text and graphics. All signage relates to the name of the business, services provided, hours of opening and prices and is designed to be complementary to the overall appearance of the facade.

4.5 Assessment of Impact of Proposed Works

It is considered that the proposed works will enhance the appearance of the facade and conservation area by rationalising the scale and improving the condition of the fascia signage, awnings and shopfront, resulting in a more cohesive facade which better relates to the historic context.

4.6 Conclusions and Justifications

The proposal enhances the character of the conservation area and improves the appearance of the existing shopfront uses. The proposal maintains the heritage assets of the property and the quality of design seeks to preserve the heritage of the building and its context. The design aligns itself with section 2 of the NPPF which encourages design within town centres to be energetic requiring local planning authorities 'to recognise town centres as the heart of their communities and pursue policies to support their viability and vitality'.

5.0 CONCLUSION

It is considered that the proposed works will enhance the appearance of the facade and conservation area by rationalising the scale and improving the condition of the fascia signage, awnings and shopfront, resulting in a more cohesive facade which better relates to the historic context. The Acoustic Report has demonstrated that the proposed small air conditioning unit located to the rear of the building is well within Camden acoustic guidelines.

The proposed works will enhance the appearance of the existing shop uses and contribute positively to the overall quality of the streetscape and conservation area, especially as the proposals seek to reflect the original proportions and features of the building, while still being of the current time.