

3.0 Site Analysis

3.01 Existing Site Massing and Character

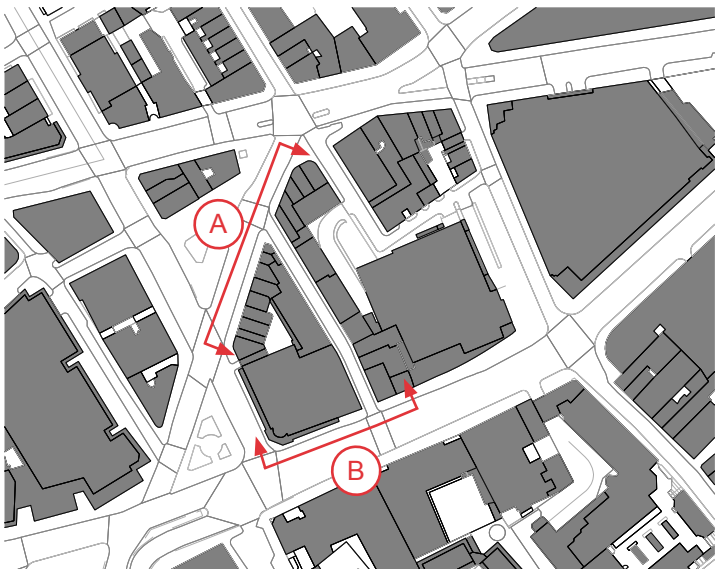
Grape Street is a narrow period street, with tall buildings on both sides. As they are all effectively single-sided, the façades facing Grape Street are heavily fenestrated with detailed window treatments in terracotta and red brick.

Grape Street has it's own unique character, achieved through a consistent material palette and ornate and playful detailing which includes turrets and castellations. The narrowness of the street combined with the relative height of the façades on both sides gives the street a contained sense of place.

9 -13 Grape Street has a single aspect floorplate layout, with fenestration facing west onto the street. The rear elevation of the building presents a blank façade to West Central Street.



▲ A: Shaftesbury Avenue Streetscape



▲ Key plan to streetscape photography

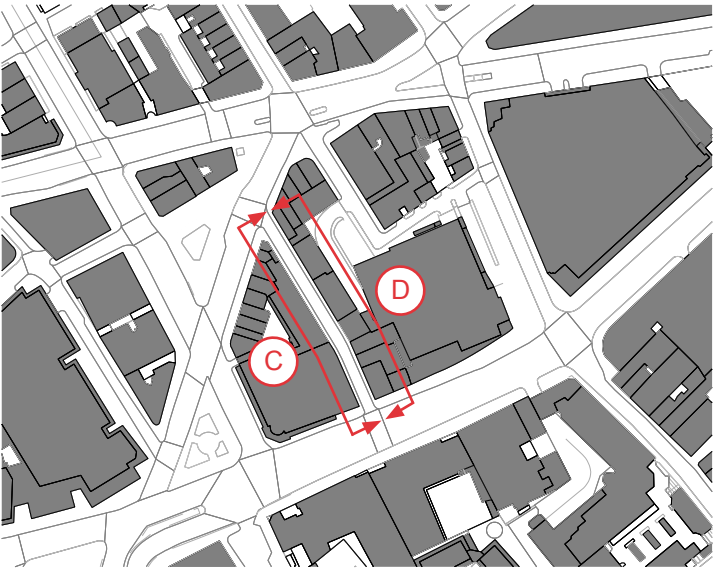


▲ B: High Holborn Streetscape

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C: Grape Street Streetscape



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Key plan to streetscape photography



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Shaftesbury Theatre

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D: Grape Street Streetscape



King Edward Mansions



King Edward Mansions

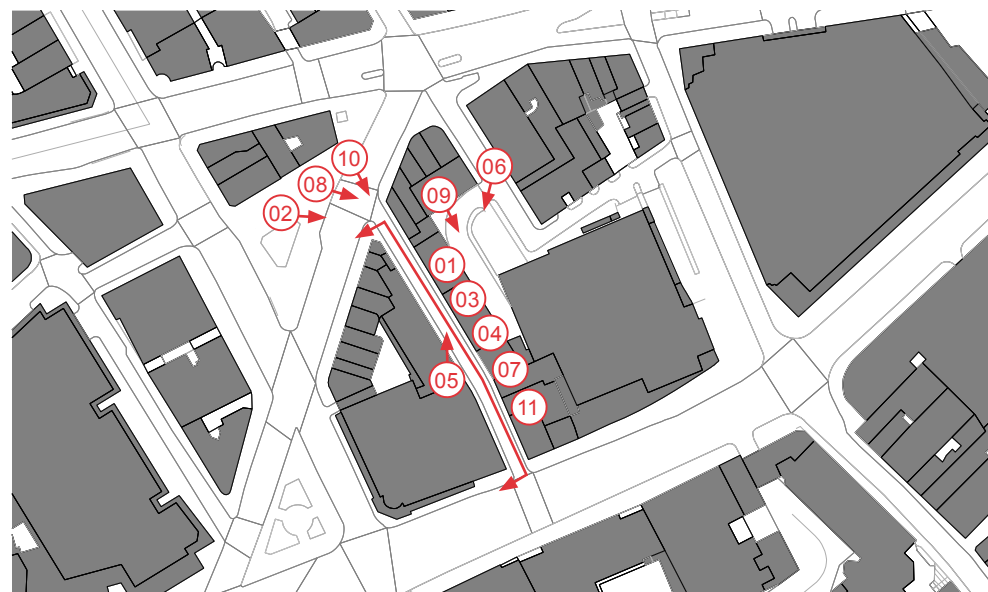
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The embellishments illustrated on these pages are typical of the character and appearance of this small but distinct enclave. There is great variety in their form and a consistency in terms of their materials. The theatre lantern, with its paired columnettes, allows views of the sky through its form.

The Bloomsbury Tavern's onion-domed corner turrets and the castellated elements of Queen Alexandra Mansions bring consistent delight to the local skyline.

As shown on previous pages, in comparison to its neighbours, 9 - 13 Grape Street shows considerable restraint. In formulating propositions for extending this building upwards, the character of the embellishments elsewhere have been taken into account.

Flat parapets are not a part of the character which brings quality to this area, although they are distinct in themselves. Additional elements are, however, possible but they should enrich the skyline in a similar way to those with turrets, while respecting the existing form.



▲ Key plan to photography



▲ 1: Detail of the exuberant and decorated character of Grape Street



▲ 2: The corner turret of Queen Alexandra Mansions facing Shaftesbury Avenue



▲ 3: Detail of the exuberant and decorated character of Grape Street



▲ 4: Detail of the exuberant and decorated character of Grape Street