

Design & Access Statement

To support the application for consent to display an advertisement comprising a single fascia sign and a single projecting sign to the retail unit at 5-7 Goodge Street, London
W1

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HERITAGE STATEMENT

1.0 Introduction

- 1.1 This design & access statement accompanies an application for consent to display and advertisement for the incoming tenant, Black Sheep Coffee.
- 1.2 5-7 Goodge Street is not a listed building however it sits within the Charlotte Street Conservation area.

2.0 Description

- 2.1 The premises are located on the Ground Floor of a newly built mixed use development.
- 2.2 The building comprises residential accommodation on the upper floors with retail to the GF of the building.
- 2.3 The shopfront is of aluminium frame construction finished in a dark grey with clear glazing. The upper section of the shopfront is provided with a blank weatherscreen fascia panel.

3.0 Assessment of Significance

- 3.1 5-7 Goodge Street whilst not listed lies within a Conservation area and is important to the overall street scene. Therefore proposals for redevelopment should be sympathetic to the building structure and the wider street scene.

4.0 Proposed works

- 4.1 The proposal is for a single fascia sign within the confines of the fascia panel constructed under the base build scheme and a single projecting sign fixed to the fascia panel

5.0 Heritage Impact

- 5.1 We assess the proposed works on the non-listed building as having no adverse impact on the heritage assets and would amount to 'less than substantial harm' to the heritage significance of the wider area.

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6.0 Use

- 7.1 The proposal relates to an existing mixed use building which lies within a Conservation Area

7.0 Amount

- 8.1 The application for planning consent is for a single fascia sign and single projecting sign which is considered to be of an entirely suitable scale and of a high quality of design and execution. The inclusion of a projecting sign is necessary since the majority of pedestrian traffic is along the street and therefore perpendicular to the shopfront.

8.0 Layout

- 8.1 The premises comprise retail to part only of the Ground floor of the building with residential accommodation to the upper floors.
- 8.2 The proposed works are illustrated on the accompanying drawings.

9.0 Scale

- 9.1 There is no impact on neighbouring properties.

10.0 Landscaping

- 10.1 There is no landscaping associated with the property

11.0 Appearance

- 11.1 The proposal for a single projecting sign, we believe, will have no adverse impact on the appearance of the building.

The proposal is considered reasonable in terms of its impact on the neighbouring area.

12.0 Protection of Amenity

- 12.1 We do not believe that the signage causes any loss of amenity to any present and future occupiers in the surrounding area or on the application site. It is considered that there should be no issue in terms of the impact on residential amenity in terms of light intrusion or outlook and owners of the residential units on the upper floors have approved the proposal. It is noted that the residential units are located in a busy central London position and the surrounding properties are primarily retail.

13.0 Access

13.1 There are no changes to access arrangements as a result of the proposed works.

14.00 Summary

We consider the proposals to be of an appropriate scale and that the proposed modifications and installation of the proposed signage to be of a suitably quality and design to satisfy the local authority and national guideline requirements. It is considered that the proposals will improve the viability of the premises and the surrounding area and that the proposals comply fully with the council's policies and guidelines.