

Heritage Statement
43 New Oxford Street, London. WC1A 1BH

Proposal: New fascia sign board and new shop signage & lighting



This Heritage Statement is submitted to support and provide the background and rationale to the proposed signage at this site. The application relates to the fascia sign for the new restaurant on ground floor.

The application site is a grade II listed, five storey building located on the south side of New Oxford Street, between the junctions of West Central Street and Museum Street. It was first listed in 1999 along with 45 New Oxford Street and 61 West Central Street. The listing description is as follows:

“Terrace of shops and offices. 1843-7. Under the direction of James Pennethorne as Architect and Surveyor for Metropolitan Improvements appointed following a House of Commons Select Committee in 1836. Stuccoed brick with banded quoins and rustication, slate roofs. A group of commercial premises on a canted site treated as 2 distinct units. The premises survive well above C20 ground-floor shops, the upper floor having sash windows with small-paned glazing bars in moulded architrave surrounds, under heavy cornices and parapets, that to No.45 with balustrade. No.45 has arcaded first floor fenestration, which continues along return to West Central Street on ground floor also. Interiors not inspected. The group is the most prominent intact survival of Pennethorne's most important Metropolitan Improvements Commission for the Commons Select Committee. (Tyack G: Sir

James Pennethorne and the Making of Victorian London: Cambridge: 1992-: 50-64).”

The property is also within the Bloomsbury Conservation Area, which was designated in 1984, and for which the Council has produced the Bloomsbury Conservation Area Appraisal and Management Strategy (April 2011).

Although the host building is grade II listed, the existing timber shopfront is not an original feature of the building, and there are not original or special features on the existing ground floor fascia signage area.



Application for remove the existing shopfront and replaced with new timber framed and glazed panels shopfront has been approved under planning permission ref: 2015/4021/P and Listed Building consent ref: 2015/4382/L.

The proposed fascia board will emulate that of the new shopfront, bringing a sense of cohesion and will not harm the setting of the host listed building, the streetscape and Bloomsbury Conservation Area.

The proposed works to install the new signage involve of fixing one layer of 18mm plywood board into the existing concrete beam behind, using two rows of 5” bolts at 600mm c/c. This provides a base and support for nailing the finished timber boarding. Finally the 10mm signage board will screw fixed into the timber boarding.

Proposed lighting above signage is trough light system which is recommended to be used for listed buildings or in conservation areas.

It is considered that the impact of the proposal on the host building and appearance of streetscape and the conservation area is acceptable.