

HERITAGE STATEMENT – REPLACEMENT LETTERING ON THE CORNER OF THE HEAL'S BUILDING

1. The entire Heals building complex is designated as of special architectural and historic interest at grade II* placing it within the category of the nation's most important listed buildings, (top 8%).
2. The proposal is for replacement lettering on the south eastern corner of the Heal's Building which is a facsimile replacement of the original lettering. Enclosed drawing P (00)261 shows the original photographs from 1938. The photographs demonstrate that there was high level signage in exactly the same location as the proposed signage (currently in situ). The signage is a facsimile replica of the 1938 lettering which was in place at the time of the opening of the building in the same year.
3. It is not known when the original lettering was removed. The removal of the lettering left a prominent blank corner fronting Tottenham Court Road. Other original bronze lettering remained, and is still in situ along the front elevation of the building fronting Tottenham Court Road.
4. The proposed lettering replicates the original 1930s bronze as closely as possible with the proportions and finish of the lettering 1930s letters. The minor difference is that the reproduced lettering uses a slightly different ampersand to the original 1930s typeface. The positioning and proportions of the lettering is otherwise a like-for-like replacement.
5. The lettering is located on the Edward Maufe designed building completed in 1938 which incorporated the White Hart Public House at the corner of Alfred Mews. The Tottenham Court Road elevation is of very high significance. It is an outstanding example of the stripped classical style, complemented by a respectful contextual extension. The statutory list entry describes the elevation in some detail, and in the opinion of Sir Nikolaus Pevsner it is the best commercial front of its date in London.
6. The location of the lettering is therefore considered to be of 'high significance'. However, as noted the lettering is a facsimile of original lettering in the same location as the original 'Heal & Son' lettering of 1938. Plan P(00)261 shows two photographs of the original lettering on the building the year that it opened in 1938. A comparison of the replacement lettering with these photographic records show how closely the new lettering reflects the original 1938 signage.

PLANNING POLICY CONTEXT

7. Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

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‘In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses’.

8. Paragraph 137 of the National Planning Policy Framework states that opportunities should be sought for development that enhances or better reveals significance.
9. The proposed lettering is a facsimile of the original 1938 ‘Heal & Son’ lettering which was a feature of the original building when it opened in 1938. The building was designed by Edward Maufe for occupation by Heal and Son for retail and manufacturing purposes. The proposals therefore enhance the special architectural and historic interest of the building, by reinstating an original feature of the building.
10. The proposed lettering, therefore, complies with the relevant clauses of Camden’s Development Policies (2010-2025) **Policy DP25 ‘Conserving Camden’s heritage’** specifically clause f) which states that the Council will only grant alterations to a listed building where it considers no harm would be caused to the special interest of the building.

CONCLUSION

11. The proposed lettering replicates the original lettering located in the same position, of the same proportion and finish as the original lettering which featured on the building when it opened in 1938.
12. The proposal seeks to enhance the special historic character of the building by replacing the original signage featured on this iconic building, which is still occupied by Heal and Son.
13. To this end the proposed works do not harm the special interest of the building.