

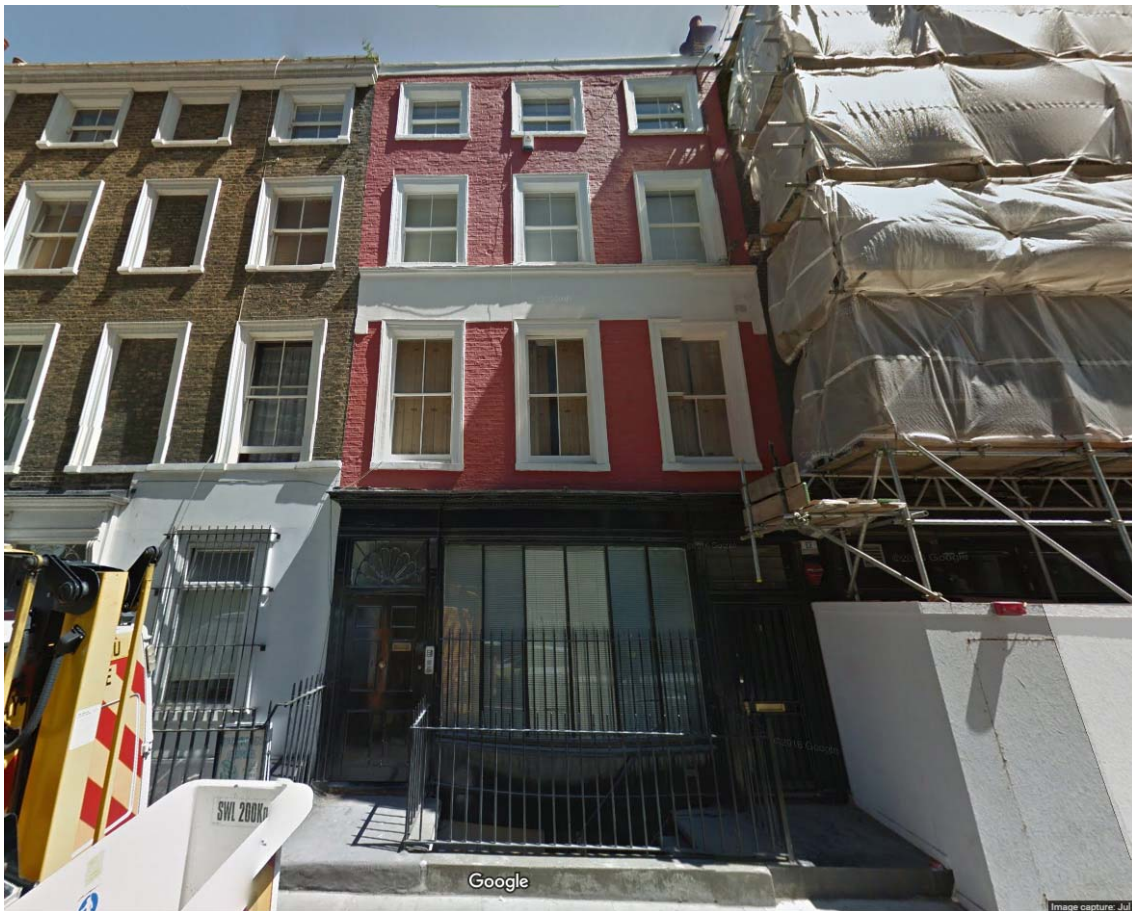
18 Cleveland Street, London, W1T 4HZ

DESIGN AND ACCESS STATEMENT

Prepared: September 2016

Revised: October 2016

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Camden Council
Conservation Area: Charlotte Street
Listed Building: Yes

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INTRODUCTION

This document is to support a planning application for proposed alterations to the exterior of the ground floor and internal refurbishment of the ground floor and basement office premises at number 18 Cleveland Street. It has been prepared and submitted by KIMA Architecture & Interiors on behalf of itself as the tenant. The freeholder is aware of this proposal.

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This document is to be read in conjunction with the following drawings:

01		OS Map	1:1250@A3
02	Existing	Basement & Ground Floor Plan	1:100@A3
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04	Proposed	Basement & Ground Floor Plan	1:100@A3
05	Proposed	Elevation	1:50@A3
06	Proposed	Details: Entry Door & Hanging Sign	1:20@A3

BRIEF

Change of tenant with the associated changes to signs. Replacement of the entrance door and general internal refurbishment without structural alterations.

Note:

This proposal is not for change of use.

This proposal is also for Advertisement Consent.

SITE AND BUILDING

The site is located on the western boundary of the Charlotte Street conservation area of Camden Council and on the south western boundary of Camden Council with the City of Westminster. (The building directly opposite no. 18 Cleveland Street – the new built, mixed use Fitzroy Place on the site of the former Middlesex Hospital - is in Westminster.) Cleveland Street is one of the quieter streets in the area, in terms of vehicular and pedestrian traffic.

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It is known that the area was developed speculatively over a short period of time – 1750-1770 – for residential purposes. The typical Georgian aesthetic in London at the time was three to four storey terraced townhouses in yellow stock brick with white painted window surrounds and frames and a defined parapet line. The window height of the sliding sash windows commonly reducing from first floor level upwards and black painted cast iron railings separating the basement lightwell from the pavement.

It is further known that the area fell out of favour as a residential suburb for the well to do during the 19th century and became more mixed as a result, both in terms of residents and use. It was during this period that shops and public houses were developed or inserted into older buildings. It is this varied and vibrant mixed use character that remains in evidence today.

It appears that no. 18 Cleveland Street is a typical example of the development and change in the area. It is a four storey terraced town house, three bays wide. The sliding sash windows diminish in height from the first floor upward. Each window is framed by a simple, but elegant, white painted architrave. Although the brickwork has been painted over it is clearly evident and the neighbouring properties suggest that it is yellow stock brick. The lightwell to the basement has not been paved over and is surrounded by black painted railings. The existing shopfront, which was possibly inserted at a later date, is symmetrical, with the residential and ground floor shop entrances on either side of a near full height bow window. The shopfront has the architectural elements of a traditional shopfront i.e. entablature with fascia and cornice, stallriser, glazing divided by mullions, narrow pilasters with plinths and capitals, fanlights above the two doors. The entire shopfront, including the doors, is painted black.

Some security features were added to the elevation at ground floor e.g. mid height railings to the shopfront window, bars across the fanlight of the shop entrance and a security gate. Both the fanlight and the ground floor door appear to be replacements since there is a lack of detail that does not tally with the rest of the shopfront nor typical period features.

There is currently no advertisements or signs on the shopfront.

The basement elevation, facing onto the lightwell, have been modernised by the insertion of a large double glazed UPVC window with two top hung opening sections and four fixed side lights. The door is plain i.e. not panelled, painted black and without any door furniture. The walls in the lightwell have been tiled over in 300 x 600 mm tiles laid horizontally. Light fittings, fixed to the walls of the lightwell, are modern, in the 'utility bulkhead' style. The external stair down appear to be a modern steel construction with landing and open treads in non-slip chequer plate, all black. The dimensions of the stair is such that it takes up most of the lightwell space.

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On the interior very little of the original is perceptible, neither in terms of the original compartmentation nor in terms of detailing such as cornices, skirting, balustrades, fireplaces, etc. The interior suffered damage from water ingress at basement level and there are signs of rodent infestation.

PHOTOGRAPHIC SURVEY - Exterior

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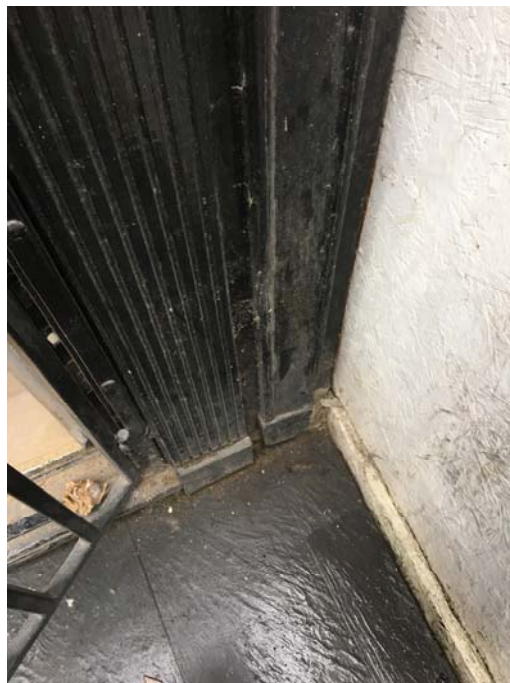
Above: no. 18 Cleveland Street – with red painted brickwork and black painted shopfront – in the centre and no. 16 Cleveland Street to the right and no. 20 Cleveland Street to the left. (Photo: Google Streetview, June 2016)



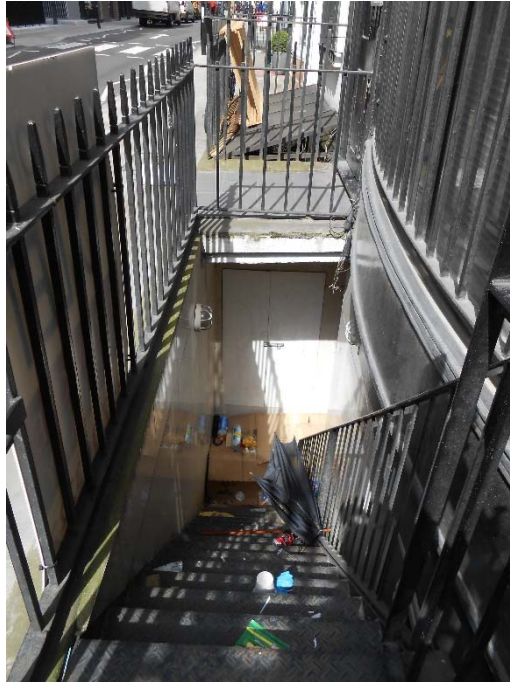
Above: Shopfront of no. 18 Cleveland Street with the residential entrance to the left and the ground floor entrance to the right. Showing bow window with additional security railing and front lightwell with access to the lower ground floor.



Above: Entry door to the ground floor of no. 18 Cleveland Street. The door has clearly been subject to modification if compared to the residential entrance of nos. 18 and 20. Loss of detail and added security is notable on the fanlight and door itself.



Above: Detail showing the original doorframe far right, the grooved infill side panel in the centre and entry door and security gate both open to the left.



Above: Looking down into the lightwell from the ground floor entry door. Bow window to the right and railings and pavement to the left.



Above: Basement entry door in lightwell.

PHOTOGRAPHIC SURVEY - Interior



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Above: Ground Floor: Looking towards the entry door and shopfront.



Above: Ground Floor: Looking towards the rear, standing at the shopfront.



Above: Basement: Looking towards the rear, standing at the lightwell window.



Above: Basement: Looking towards the window on the front lightwell.

PLANNING CONTEXT

Core Strategy

Local Development Framework: Camden Development Policies 2010 – 2025

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DP24 – Securing high quality design

The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) character, setting, context and the form and scale of neighbouring buildings;*
- b) the character and proportions of the existing building, where alterations and extensions are proposed;*
- c) the quality of materials to be used;*
- d) the provision of visually interesting frontages at street level;*

Detailing and materials

24.16 Schemes should incorporate materials of an appropriately high quality. The durability and visual attractiveness of materials will be carefully considered along with their texture, colour and compatibility with existing materials. Alterations and extensions should be carried out in materials that match the original or neighbouring buildings, or, where appropriate, in materials that complement or enhance a building or area.

Contributing to the street frontage

24.17 Buildings should be visually interesting at street level, with entrances and windows used to create active frontages, which allow overlooking of public areas, provide a sense of vitality and contribute to making Camden a safer place (see Core Strategy policy CS17). Ground floors should be occupied by active uses and should not turn their back on streets and other public spaces.

Accessibility

24.24 In line with policy DP29 – Improving access the Council will expect all buildings and places to meet the highest practicable standards of access and inclusion. Any adaptation of existing buildings must therefore address this issue and respond to access needs whilst ensuring that alterations are sympathetic to the building's character and appearance.

DP25 – Conserving Camden's Heritage

Conservation Areas

In order to maintain the character of Camden's conservation areas, the Council will:

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;*

Listed Buildings

25.13 In order to protect listed buildings, the Council will control external and internal works that affect their special architectural or historic interest. Consent is required for any alterations, including some repairs, which would affect the special interest of a listed building.

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DP30 – Shopfronts

The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we will consider:

- a) the design of the shopfront or feature;*
- b) the existing character, architectural and historic merit and design of the building and its shopfront;*
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
- d) the general characteristics of shopfronts in the area; and*
- e) community safety and the contribution made by shopfronts to natural surveillance*

We will resist the removal of shop windows without a suitable replacement and will ensure that in appropriate cases where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shop fronts survive, its design should complement their quality and character.

Supplementary Planning Documents

Camden Planning Guidance (CPG): No.1 – Design

Chapter 7: Shopfronts

Key Messages: Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself.

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7.11 General Principles

Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself, the following will need to be considered:

- *Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged.*
- *All shopfronts should be designed to provide access into the premises for all.*

7.12 Key Shopfront Components

Entrances

- *The design of the door should be in keeping with the other elements of the shopfront. The solid bottom panel should align with the stallriser. The top of the door should align with the transom.*
- *Decorative tiling should be retained.*
- *All new build shop units and shopfronts should be designed to be fully accessible to everyone.*
- *In the case of existing buildings, particularly where a new shop front is proposed, the following guidance should be followed:*
 - *Shops that have a change in level from pavement to shop floor surface can usually incorporate ramped access into or within the shop. Exceptions preventing a ramped area to be created may include the presence of structural beams or floor slabs.*
 - *Entrance doors should be accessible to all, particularly wheelchair users and people with limited manual dexterity. 1000mm minimum clear door width in new buildings and 775mm door width in existing buildings where a new shop front or alterations to a shop front are proposed.*
- *To ensure that services are reasonably accessible to disabled people refer to Camden Planning Guidance on Access for all.*

Advertisements and signs

7.13 Shops and businesses need to ensure that their name and other details are clearly displayed on their premises and, as a result, signs are among the most prominent forms of advertising on buildings. However, signs that are unsympathetically designed can cause significant harm to the

building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context.

7.14 Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units. Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene.

Projecting and Hanging Signs

7.15 Projecting and hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level.

Chapter 8: Advertisements, Signs and Hoardings

Key Messages: In general, the most satisfactory advertisements are those which take into account:

- the character and design of the property;*
- the appearance of the surroundings; and*
- the external fabric of the building.*

8.7 Generally advertisements will only be acceptable at fascia level or below.

8.9 Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Charlotte Street Conservation Area Appraisal and Management Plan (Adopted 24 July 2008)

6.0 Character Analysis, Townscape Character, The Quiet Commercial Streets

6.24 Along Cleveland Street there are a variety of different building types, although the majority contribute to the character of the street. The listed Georgian townhouses at nos. 16-22, which once had shops and commercial uses at ground level appear to be suffering some vacancies, potentially as a result of the closure of the hospital. The condition of these buildings will need to be kept under review, however, the redevelopment of the Middlesex Hospital site is likely to generate demand for ground floor commercial uses in this area.

13.0 Management of Change, Control over New Development, Small scale non-residential development

13.22 The same attention to detailed design and high quality should be applied to smaller alterations such as shop fronts, signage, extensions and the siting and design of external flues and plant. These can harm the character and appearance of the area to an extent belied by their individual scale.

*Appendix 5: Built Heritage Audit, Shopfronts of Merit
Cleveland Street 16-22*

Outdoor Advertisements and Signs: A Guide for Advertisers (Department for Communities and Local Government, June 2007)

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Class 2(B) permits notices or signs to be displayed on any premises for the purpose of advertising the fact that a person, partnership or company is carrying on a profession, business or trade at those premises. These would include:

- *a brass plate outside a doctor's surgery*
- *a notice-board displaying the names of individuals in a partnership*
- *the name of a company operating from the premises.*

An advertisement in Class 2(B) must not exceed 0.3 of a square metre in area, but if there is more than one entrance to the premises on different road frontages, two advertisements of 0.3 of a square metre each may be displayed (on a separate frontage), as in illustrations 14 and 15.

Advertisements Which Need Specific Permission, and how to obtain it
Express consent

If an advertisement you want to display is not excluded from control, and does not benefit from any of the provisions for deemed consent, you need the planning authority's express consent before you can display it. Some frequently displayed types of advertisement for which you need the planning authority's consent are:

- *virtually all posters*
- *some illuminated signs*
- *fascia signs and projecting signs on shop-fronts or business premises where the top edge of the sign is more than 4.6 metres above ground level*
- *most advertisements on gable-ends.*

DESIGN STATEMENT

Relation to the (conservation) Area and Street

Nos. 16 to 22 Cleveland Street is important as a group in the conservation area and in the street, despite the new development on the site of the Middlesex Hospital that dominates the streetscene. The business specifically wanted to relocate to the ground floor of listed building and being the temporary custodians of a shopfront of merit is both a responsibility and a delight. The business intends to have a showroom element on ground floor and offices in the basement. This way it hopes to engage with the streetscene and in turn attract the attention of potential clients. Being an active frontage will contribute to the surveillance of the street during night time.

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Relation to the (parent) Building Façade

All the elements proposed are common to traditional shopfronts and aims to respect and enhance this shopfront of merit. The scale of all elements proposed are in relation to that of the existing shopfront and therefore in relation to the building as a whole. The replacement door proposed aims to maximise the door width, as per the original. This will increase accessibility. The design of the door is based on that of the residential entrance doors to no. 18 and 20, but slightly different to differentiate commercial from residential. The size of the signage, company name, on the fascia will be determined by the size of the fascia itself. The projecting/hanging sign will be no larger than 600 x 400 mm (the board element). And fixed to the shopfront at high level, above the level of the door and below the level of the cornice of the entablature.

Materials, Illumination and Detailed Design.

All materials proposed are natural, durable and traditionally used in shopfronts. The replacement door is to be painted timber, to match the existing, with mouldings and period door furniture. The signage on the fascia is to be painted onto the existing by a professional signwriter in a yellow colour. The projecting sign is to be a painted timber board, in yellow and black, suspended from a metal bracket fixed to the shopfront at high level. The proposed signage – fascia and projecting sign – is to be non-illuminated.

Interior

General refurbishment of the interior on ground and basement floor levels is proposed. Ceilings to be retained, decorating of the walls and ceiling throughout, new flooring to replace the water damaged and non-original (laminated timber) existing flooring. New sanitaryware also. No structural alterations or changes to the compartmentation proposed.

HERITAGE STATEMENT

Camden Council state the need for supporting documentation on their website as follows:

Where the proposed development involves carrying out work on a listed building, a heritage statement should include the following information:

1. *Details about the character and architectural/historical interest of the associated property or structure*
 2. *An explanation of the principles behind and the justification for the proposed development*
 3. *Details of the expected impact that the proposed development will have on the special interest of the listed building or structure and its setting (and adjacent listed buildings)*
 4. *An outline of the steps taken to avoid or minimise any adverse impacts on the significance of the building*
 5. *An explanation of the sources considered and the expertise consulted in the formulation of the associated application*
-
1. The history of the property and a description of its current features are given in the 'SITE AND BUILDING' section at the beginning of this document.
 2. The reason for the development is that the applicant wish to refurbish the existing offices. The applicant wish to have an inviting street presence and is therefore proposing signage with the name of the company and replacement of part of the shopfront with items in keeping with the period architecture.
 3. The proposal aims to make a positive contribution on the visual impact of the ground and lower ground floors, the parent building, the Cleveland Street streetscene and the conservation area as a whole.
 4. The proposal for advertisements is wholly in keeping with the traditional way of displaying of advertisements, which in turn suited to this particular shopfront. The proposal for part replacement of the shopfront takes into consideration the preserved part of the traditional shopfront. A schedule of conditions were carried out of the interior of ground and lower ground levels to determine any features of significance that should be preserved.
 5. Sources considered are: Charlotte Street Conservation Area: Appraisal and Management Plan: Adopted 24 July 2008, schedule of conditions, visual/photographic survey. Expertise consulted: None other than the applicant's own as an architectural practise with experience on Listed Buildings and Conservation Areas in the London boroughs of the City of Westminster and the Royal Borough of Kensington and Chelsea.

ACCESS STATEMENT

The proposed refurbishment and replacement of shopfront elements along with new signage does not affect or make alteration to the existing access arrangements. Access to the ground floor is improved by the increased door width.

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CONCLUSION

In conclusion, the proposed replacement of part of the shopfront, new signage and internal refurbishment seeks to make a positive contribution to the Charlotte Street conservation area, the streetscene and the listed building. The design and specification of materials aims for a high standard and was conceived in the spirit of durability and beauty in architecture.

