

Design, Access & Heritage Statement

Prepared by: 2c design consultants, Coventry On behalf of:
Westminster Project services, 6 Bakers Yard, Bakers Row, London. EC1R 3DD.
In respect of the premises known as:

Dwell,
Tottenham Court Road (Glen House), Fitzovia, London. W1T 7PL



[Left] front North-West facing elevation and [Right] South-West facing elevation of the Dwell store.

This statement has been prepared to accompany the Advertisement Application for the new shop front window signage at the existing Dwell store.

Assessment

Glen house is a commercial building with 5 upper floors, a ground and a basement level, which covers 200-208 Tottenham Court Road. The building is Grade 2 Listed and lies within the Bloomsbury Conservation Area. The current Dwell store resides within the ground floor of Glen House (200-204). Currently there is existing shop window signage which has been faded by the sun in places and the client is taking the opportunity to replace the existing signs with a more up-to-date brand signage.

The Application will therefore read as follows:

To seek permission to replace the existing Dwell shop front window signage.

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Evaluation and Design

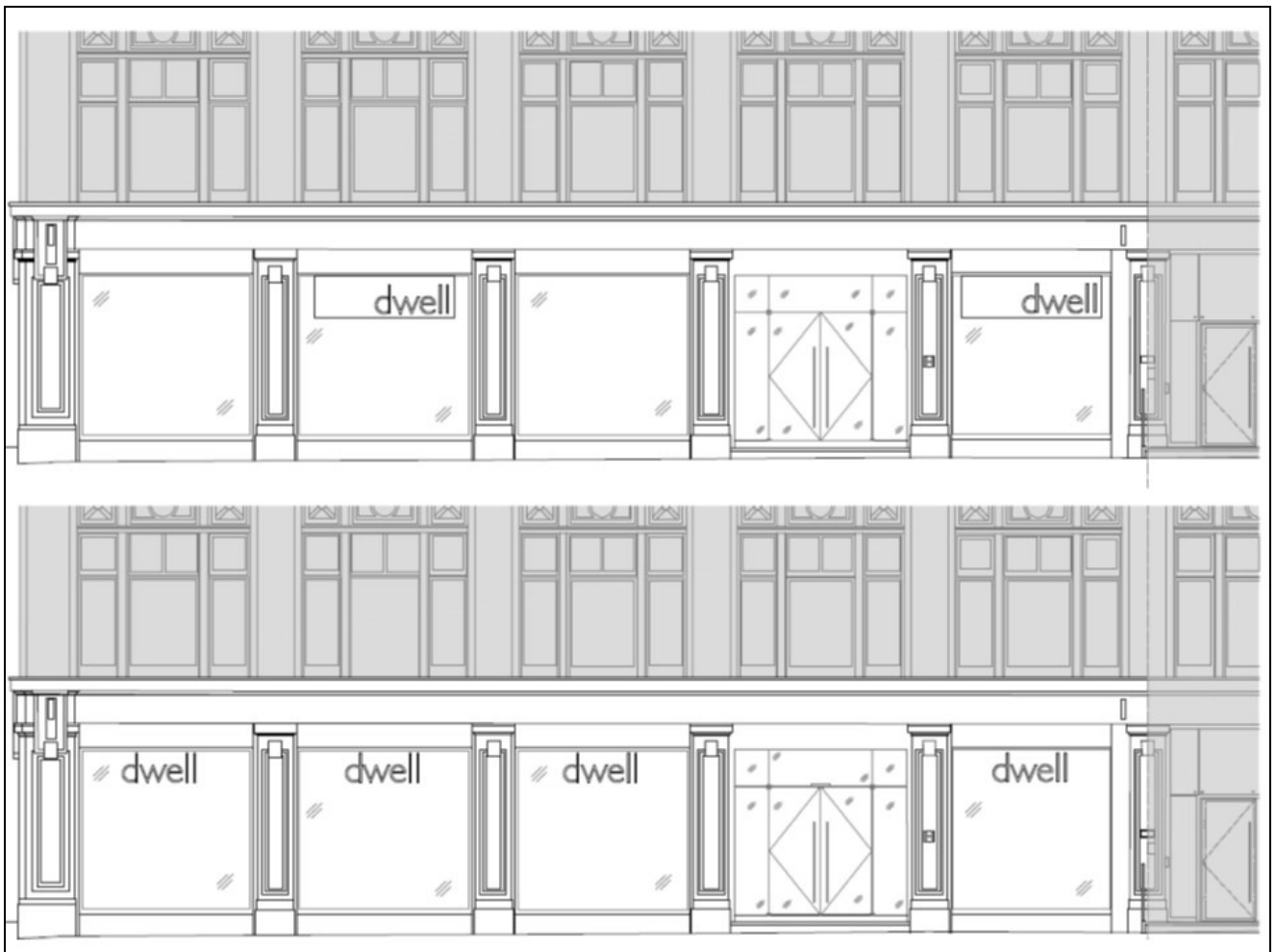
The Dwell store, with its principle south-west facing frontage is sited along Tottenham Court Road and its north-westerly elevation along Alfred Mews. The existing timber box signage, with illuminated white acrylic letters, has faded in places due to sunlight exposure. The applicant is therefore looking for a new signage design which will be suitable as a replacement.



[Fig 01] Example of the existing signage

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The new signage design is in essence, just the letter component of the existing signs but they are to be mounted to the outside of the glass frontage. They will be sited in each window bay and will be internally lit to the same level as the existing signage.



[Fig 02] Image shows upper view on existing signage, lower view on proposed letters only signage

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Amount, Scale and Visual Impact.

The new signage being sought will visually be a replication of the text letters currently in use in both size, colour and font type.

Whilst the number of the signs is being raised from three to five, the removal of the background surround to the letters will reduce the overall signage area to nearly half its currently level, abet separated over five instances instead of three.

The illumination of the externally mounted letters will be via internal fitted LED which will be operated on an internal clock and power source. As an alternative, power may be supplied via thin low voltage wires passed through the window frame seal and bonded to the glass to link the letters. These low voltage cables are very thin and suitable for external lights of a low level of illumination.

Access

The existing vehicular and pedestrian access into the site is unaffected.

Flood Risk

The proposed scheme will neither positively or negatively affect the current flood risk at the site.

Biodiversity

The proposed scheme will neither positively or negatively affect the local plant and animal life or their habitats.

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Heritage statement

Assessment of the Property:

Glen House is an early 20th Century built property sited approximately midway along Tottenham Court Road opposite Goode Street Underground Station. The building is of attractive architectural merit which is in keeping with the distinctive run of buildings within its locale.

The current listing description is as followings:

GV II

See under: Nos.200-208 Glen House TOTTENHAM COURT ROAD. CAMDEN TQ2981NE TOTTENHAM COURT ROAD 798-1/99/1641 (East side) Nos.200-208 (Consecutive)

Glen House

GV II

Includes: Glen House ALFRED MEWS. Light industrial building, now offices. Southern half, Nos 204-8, 1913-14 by Hobden and Porri; northern half, Nos 200-3, built c1923 in fascimile by Ernest Souster. Originally built for the Bosch Magneto Co. Mannerist style. 5 storeys. 13 bays. Pillars with grooved panels and rectangular blocks flank ground floor openings. Upper floors have austere full height pilasters culminating in intricate Mannerist brackets supporting the parapet with geometrically patterned cast-iron railings flanked by stone dies. 1st to 3rd floor windows metal framed half-columns transom and mullion with enriched spandrel panels; 3rd floor under stone arched heads. 4th floor metal framed with stone half columns flanked by the brackets. Clock inscribed "Glen House" on elaborately enriched wall bracket at 1st floor level. Design continues on returns to Alfred Mews and Chenies Street; Alfred Mews facade with triple doorway of grooved pilasters. INTERIOR: not inspected

Impact to the listed building by the proposed works:

We feel that the amendment to the current window display signage does not harm to the material heritage asset as the alterations are very modest in scope and contained wholly within the window bays. Whilst signage is designed to catch the eye, no meaningful increase in light level is being sought as the illumination is purely for highlighting purposes, and the overall reduction in signage area will help offset any visual impact.

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[Fig 03] current view of the Glen House street view.

Conclusion

We feel that the acceptance of the proposed scheme would have no significant impact on the local environs. Due consideration has been given to all aspects of current Planning legislation, and, naturally, to the impact that this scheme will have on the immediate locale.

Should you require any further information in support of this application, or wish to discuss any objections that may arise, please do not hesitate to contact me.

Kind Regards,

Jason Richards
2C Design Consultants