

Design + Concept Statement

site

GiGs - Fish and Chips Restaurant
12 Tottenham Street, Fitzrovia, London. W1T 4RE

March 2017

C O N T E N T S

1.0 Concept Considerations

2.0 Design Considerations

3.0 Concept + Design Impact

1.0 Concept Considerations

1.1 It is acknowledged that the flank elevation of GiGs restaurant and take away that has a common boundary with Whitfield Gardens that is within the boundaries of the Charlotte Street Conservation Area with in the ward of Bloomsbury has been the source of some concern due to its poor state of repair and maintenance, anti-social behaviour and is acknowledged as the gateway into the area of London known as Fitzrovia.

1.2 The London Borough of Camden commissioned Nathaniel Lichfield and Partners to undertake a study of Fitzrovia who produced The Charlotte Street Conservation Area – 'Character Appraisal and Management Plan' on 11th July 2008 that was adopted by the Council on 24th July 2008.

One of its key finding with regard to conservation area detractors was Whitfield Gardens. To date the council has not acted on these findings and the gardens have fallen even further into disrepair and maintenance in which remedial ad hoc measures have been taken by the council to address the growing problem of anti-social behaviour.

1.2 The impact of anti-social behaviour has been focused at the flank wall of the application site in a number of ways ;

- graffiti on this flank wall not conducive to the environment of one of London's most famous conservation areas



- the gap between the obtrusive fencing and the wall exhibiting graffiti is used by males to relieve themselves.
- this area is used by the councils on foot waste collectors to store rubbish from the area before a council lorry collects all or the areas collected waste

- the erection of large obtrusive and alien fencing to deter rough sleepers at the flank wall of the application site and further beyond.



- park benches exhibit graffiti.
- low levels of lighting at night that encourage anti-social behaviour.
- the harsh and somewhat threatening environment of Whitfield Gardens.

1.3 It is unclear from council records if the obtrusive green steel fencing was been approved planning permission as required by section 55 of The Town and Country Planning Act 1990 (as amended)

1.4 A clear opportunity exists to create a much less harsh environment and address some of the anti-social behaviour that takes place at the application site which is a positive concept that would preserve and enhance the Charlotte Street Conservation Area in an innovative way.

2.0 **Design Considerations**

- 2.1 The utilisation of the restaurants flank wall to extended the accepted good design of the existing shop front.
- 2.2 The provision of an extended shop fascia sign with two illuminated sign replicating the existing illuminated signs with one flank fascia sign.
- 2.3 The removal of the graffiti with the area below the fascia signs to be painted off white replication the painted areas of the existing shop front.
- 2.4 The provision of down lighters in the shop front fascia sign with subtle subdued light to deter anti-social behaviour and males relieving themselves.
- 2.5 A combination of positive enhancements (not detractors) that will both preserve and enhance the parent building and restaurant and that will not cause demonstrable harm.

3.0 **Concept + Design Impact**

- 3.1 The concept and design impact of this application proposal will assist in reducing Whitfield Gardens as a conservation area detractor.
- 3.2 The removal of males using the flank wall as a urinal.
- 3.3 The positive environmental impact of the removal of the walled graffiti.
- 3.4 Utilising an architecturally rendered flank wall of no conservation merit and using it in a positive and carefully designed way that benefits the area and visitors to it.
- 3.5 In the absence of the council failing to act on their own commissioned report this application proposal accords with the sentiments and considerations of the Charlotte Street Conservation Area – 'Character Appraisal and Management Plan' of 11th July 2008.