

**HERITAGE, DESIGN & ACCESS STATEMENT TO ACCOMPANY ADVERTISEMENT
APPLICATION FOR LISTED BUILDING CONSENT FOR iSmash RETAIL UNIT AT
GROUND FLOOR OF no. 38 TOTTENHAM COURT ROAD, W1T 1BZ
MARCH 2017**

01 – SITE LOCATION

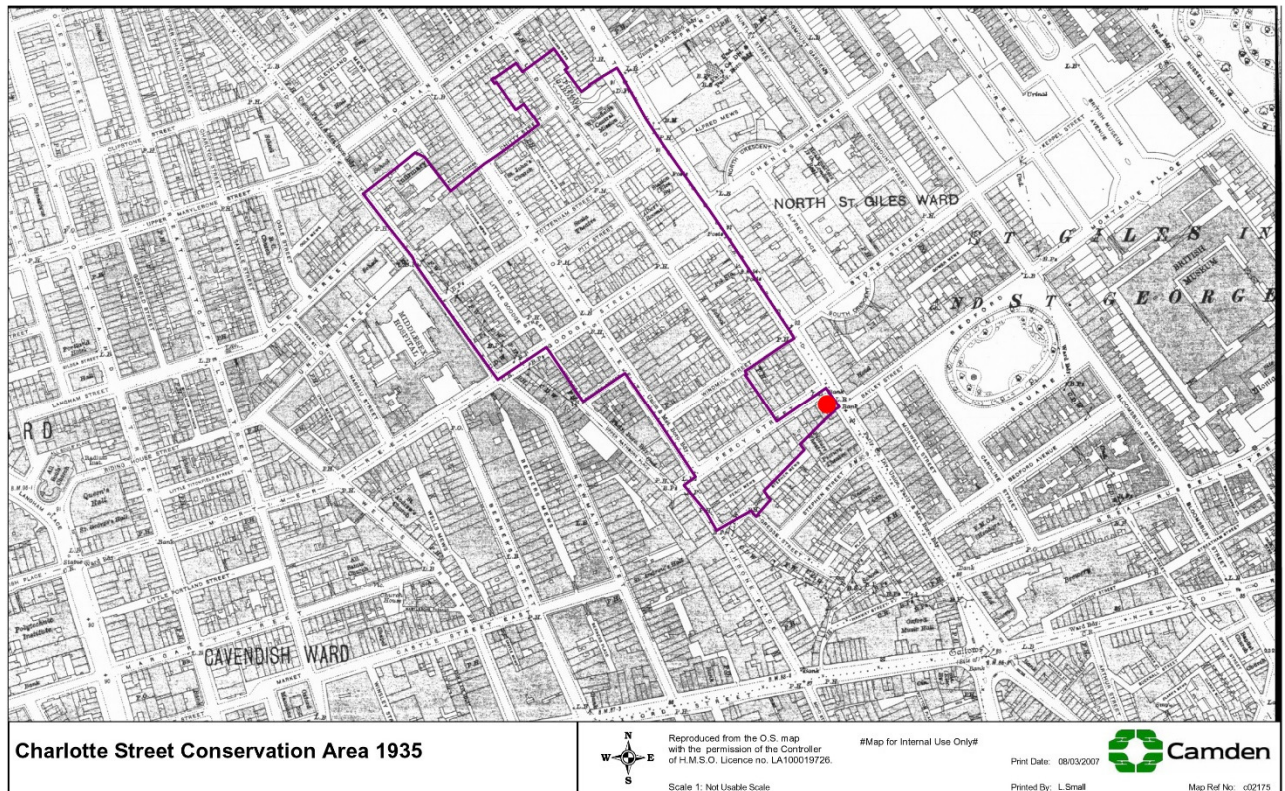
The site lies within the London Borough of Camden and falls within the Charlotte Street Conservation Area. The proposed retail unit is located at Tottenham Court Road, and the whole of the property is in the corner of Tottenham Court Road and Percy Street. To the north west of the site is Goodge Street tube station, to the south west is Tottenham Court Road tube station and to the south is Oxford Street.



02 – CONTEXT, HERITAGE & CONSERVATION

The Charlotte Street Conservation Area covers an approximately 8.9Ha area extending from Tottenham Court Road in the east to Cleveland Street – the boundary with Westminster in the west – and from Chitty Street in the north to Greese Street in the south, again adjoining the London Borough of Westminster.

The property is located in the southern part of the Charlotte Street Conservation Area, within the sub area designated in 1974. Currently, the building is a mixed use – office and retail – and is Grade II listed.



Red dot indicates location of unit

The Charlotte Street conservation area appraisal and management strategy describes the area:

The character of the Charlotte Street Conservation Area is strongly influenced by its initial development in the Georgian period as a residential suburb and the subsequent social and economic changes that have affected patterns of use and occupation of the buildings. This, and subsequent changes in architectural tastes and styles, is expressed in the changes to the physical fabric and current occupation of the area.

The scale of development along the streets reflect the characteristic pattern of mainly four and sometimes three storey development favoured by the builders and developers. There are particularly good and consistent examples of the Georgian townhouses on Goodge Place and Percy Street (the majority of which are listed) where there has been less encroachment by later development.

In relation to Percy Street in particular, the document states:



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Percy Street has a mix of shops and restaurants set in three storey townhouses, however a significant proportion of the frontages are distinctly Georgian in character with arched door heads, banding details and rubbed brick window heads. Many of the railings are retained and there are a number of semi-mature trees along the street. Of note along the street are decorative timber porches and door surrounds, incidences of tiled steps to the front doors and the decoratively re-faced building at no.4 with its unusual faience detailing.

It goes on to state that the Tottenham Court Road has historically been a retail activity area:

The busiest streets, in terms of traffic and pedestrian activity in the conservation area are Tottenham Court Road and Goodge Street. To some extent this reflects their historic focus for more intensive retail activity. There are shops serving the local area along Goodge Street, which was formerly the site of a weekend market. Tottenham Court Road became, and remains, a focus for department stores and the sale of furniture as the result of the concentration of cabinet makers in this area at the turn of the 19th century. This has led to pressure for larger blocks along this frontage, although the pattern of earlier terraces remains intact in places.



Street view with unit on the far right side



Street view of opposite pavement



03 – EXISTING PROPERTY



existing external site photos

History and Development

Listing Description:

Date first listed: 22 January 1974

Date of most recent amendment: Not applicable to this List entry.

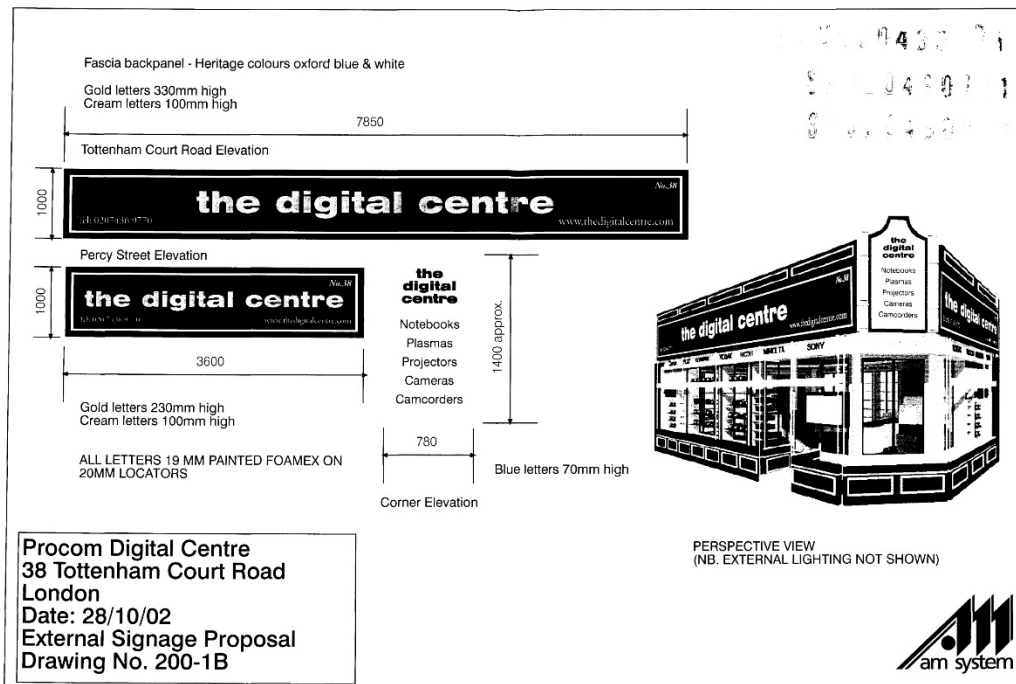
GV II

Includes: No.20 PERCY STREET. Terraced house with later shop; return forms No.20 Percy Street. 1764-1770, altered. Built by W Franks, W Richmond, H Roydhouse and J Pritchett. Multi-coloured stock brick, painted red on Percy Street facade. Slate mansard roof with dormers. 3 storeys, attic and basement. 2 windows (3 at 2nd floor) and 3 window return to Percy Street. Ground floor with late C19 shopfront, returning to Percy Street. Gauged brick flat arches to recessed sash windows. To right of Percy Street facade, house doorway with wooden doorcase with pilasters carrying enriched console-bracketed entablature; fanlight and panelled door. INTERIOR: not inspected.

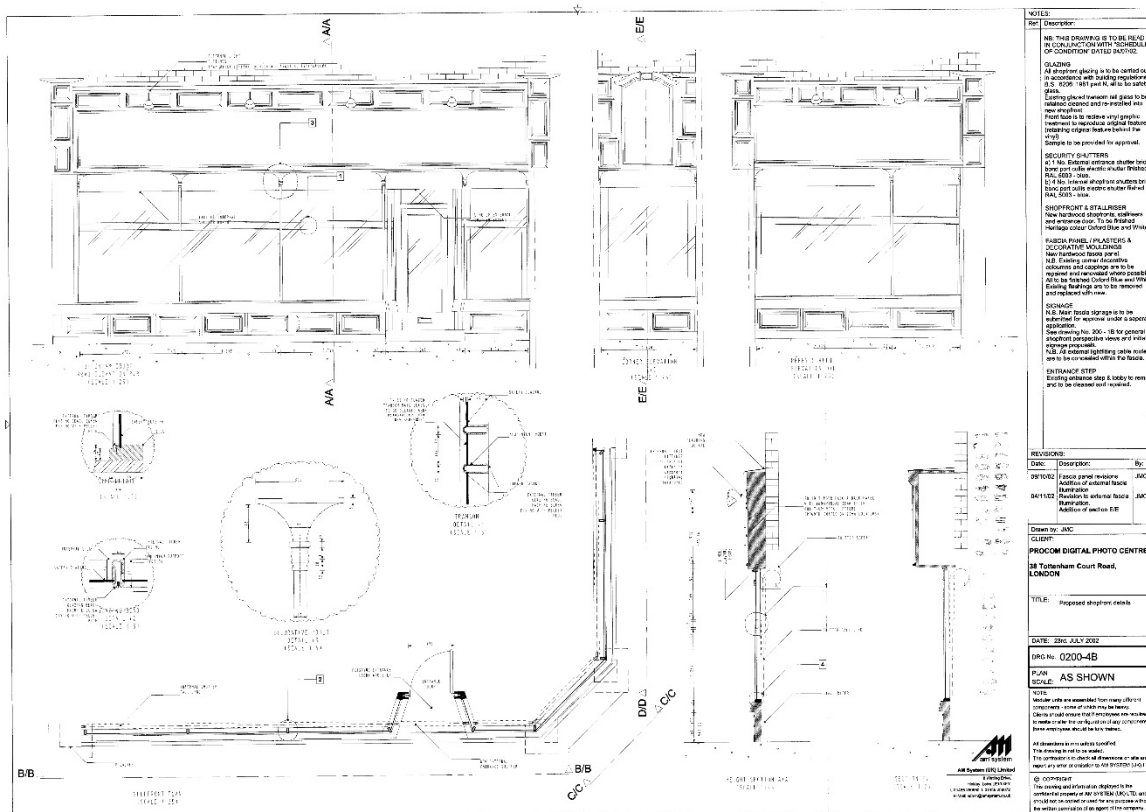
The store occupies part of the ground floor with its frontage fully on Tottenham Court Road. The other section of the ground floor is occupied by an optician and its frontage is fully on Percy Street. At ground floor level, the elevation is a non-original late 19th Century shopfront, returning to Percy Street.

The last recorded works done to the building were in 2002, when the entire shopfront was replaced with the current one installed. Below are the drawings submitted as part of that application:





Signage Details submitted as part of the 2002 application



Shopfront Details submitted as part of the 2002 application



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Street view of the previous shop relating to 2002 application

No drawings were found on the Camden planning and building environment section for internal works.

However, before iSmash leased the space, the ground floor space was divided in two: a main retail space that has its frontage entirely on Tottenham Court Road and a smaller, corridor-like space for product and advertisement display, which has its frontage entirely on Percy Street. Below are photographs of the elevation after this sub-division.



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Elevation on Tottenham Court Road side





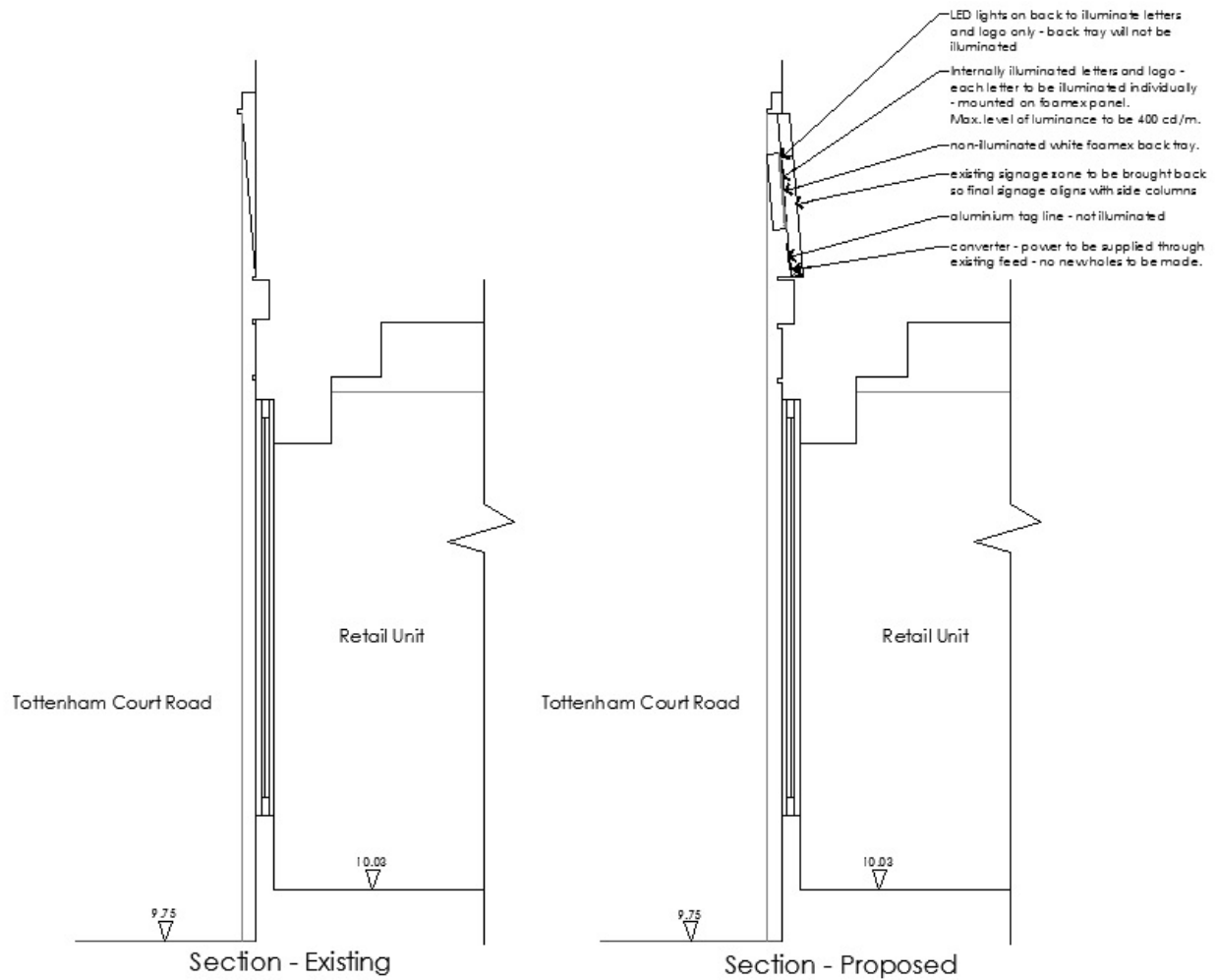
Elevation on Percy Street Side

This application is concerned with new signage/advertisement of the retail unit at ground floor level that has its frontage to Tottenham Court Road. A separate application has been made for Listed Building Consent (ref. PP-05899250v1).

04 – PROJECT BRIEF AND JUSTIFICATION

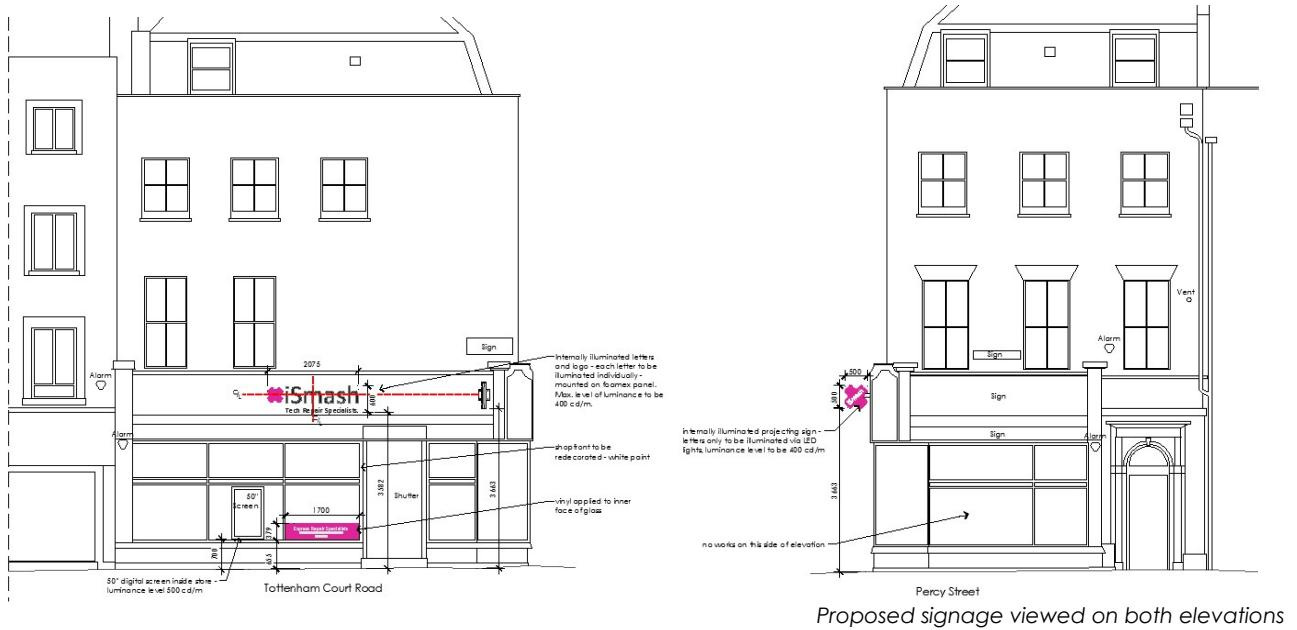
The proposals for signage is for a new fascia sign, to be installed on the angled part of the shopfront. The fascia signage consist of a 75mm deep built up opal 050 acrylic 'iSmash' letters and 'X' logo. The face of the letters are to have Matt Black vinyl applied and the face of the 'X' is to have translucent Pink (to match Pantone 225C) vinyl applied. All will be edge illuminated with LEDs, with a maximum level of luminance of 400cd/m, fitted to 10mm White Foamex back trays. Only the letters and the logo will be illuminated and not the whole back tray. The existing angle of this section will be maintained and the external face of the letters will align with the end column – which is not angled – as not to protrude further than the shopfront. Below is a section of the proposed signage.





Along with the fascia sign, it is proposed a projecting sign. This will be a 150mm deep, double-sided shaped aluminium sign case, finished in Satin White and c/w 5mm opal 050 acrylic face panels to both sides. Opaque pink vinyl (to match Pantone 225C) will be applied to the faces of the acrylic. Only the lettering will be illuminated via LED lights mounted on the inside, onto a central clear acrylic panel. The maximum level of luminance will be 400cd/m.





In addition to the fascia and projecting signs, it's proposed a 50" digital TV screen, which will be housed in a bespoke housing. The levels of luminance of this screen will be 500cd/m. And finally, a pink background with white letters vinyl will be applied to the inside of the shopfront glazing.

All of these proposals are to be installed at the Tottenham Court Road side of the building. There are no works proposed on the Percy Street elevation.



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The works meet the requirements set out in the National Planning Policy Framework in the following aspects:

In general, it secures a high quality design. In particular: *"it conserves the heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations"* (page 6).

Especially, it meets the requirements set out on section 12: Conserving and enhancing the historic environment, which among other guidance states that "local planning authorities should take into account the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation". Considering the site was in a state of disrepair when possession took place and that no works are being done that affect the historical fabric of the building, this is applicable.

In relation to Camden's Development Policies, it complies with Policy CS14:

"The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by (...)preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens".



05 – SCALE & APPEARANCE

The proposed works are minimal and will not alter any existing features – there are no proposed works to the shopfront, except for decoration. The retained existing security shutters will also be redecorated.

06 – ACCESS

Accessibility and inclusivity

Tottenham Court Road has several bus routes and the shop is located only a few meters away from Tottenham Court Road and Goodge Street tube stations.

There is currently an existing step up into the shop, however alterations to the pavement would be beyond the remit of the landlords or tenants, especially as there are no works proposed to the shopfront.

There will be a recessed matwell at the entrance, flush with the surrounding vinyl flooring.

The entrance area will be well lit.

Parking

The property is within very close walking distance of both Tottenham Court Road and Goodge Street Underground Stations.

The property has a PTAL (Public Transport Accessibility Level) rating of 6b (Best rating). There is also street parking as well as car parks.

