

Design and Access & Heritage Statement

Proposed Shop front Alterations

At

80 Cleveland Street
Fitzrovia, London
W1T 4HZ



1.0 Introduction

1.1 The Proposal

This heritage statement has been produced in support of a planning application for alterations to the existing shop front at 80 Cleveland Street, including the repositioning of the entrance door unit with an integrated serving hatch and the addition of illuminated signage.

1.2 The Site

The site is located on Cleveland Street and lies within the Fitzroy Square conservation area. 80 Cleveland Street consists of a five-storey mixed use residential and commercial C3 & A3 units with additional accommodation at basement level.

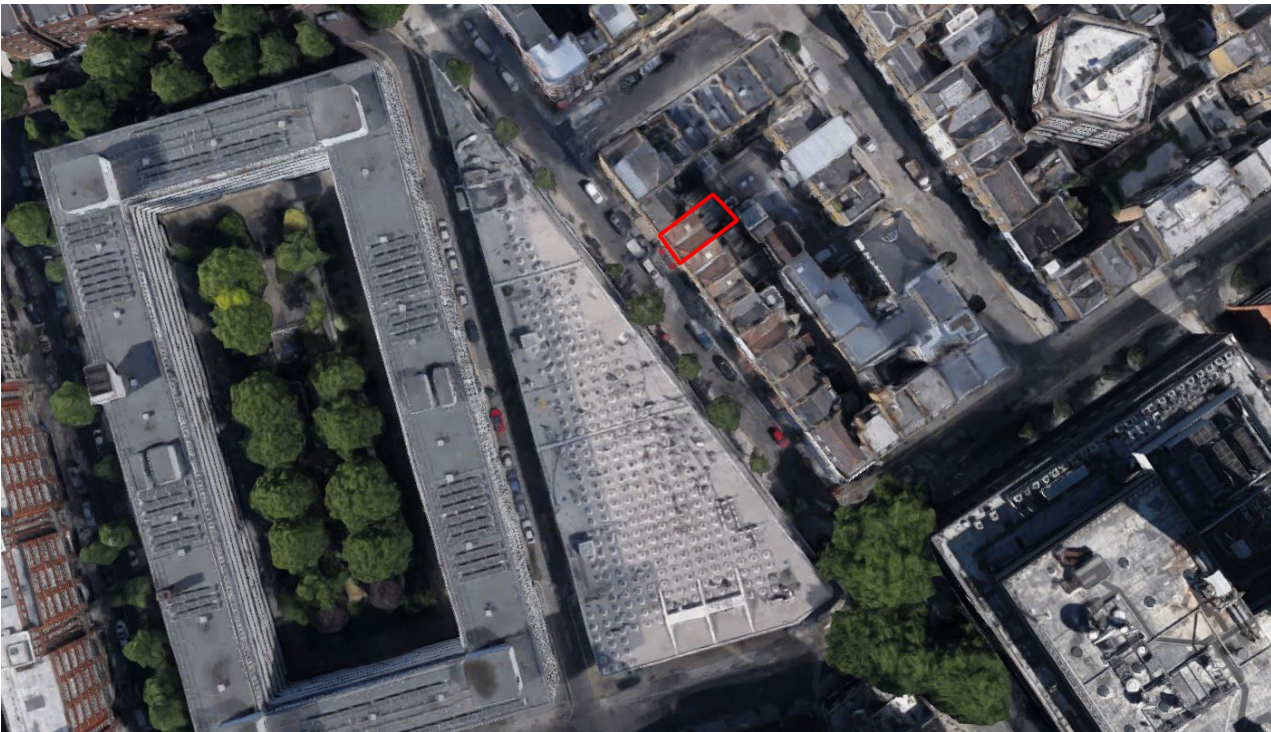


Fig. 1 Aerial Photograph Indicating location of the site

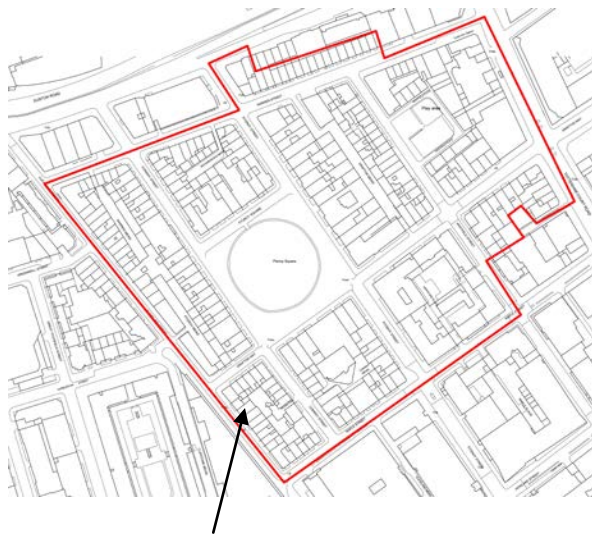


Fig. 2 Map Indicating the location of 80 Cleveland Street in relation to Fitzroy Square Conservation Area

1.3 Fitzroy Square Conservation Area

Fitzroy Square conservation area covers approximately 6.9Ha area extending from Tottenham Court Road in the east to Cleveland Street in the west - the boundary with the city of Westminster and from Euston Road in the north to Maple Street in the south.

Fitzroy Square was part of the Bloomsbury Conservation Area, originally designated on the 19th of September 1968. In 1980, the streets surrounding Fitzroy Square, including Cleveland Street, were designated as a conservation area and included with the Bloomsbury Conservation Area. The

1.4 Planning History

The site has been subject to a number of previous applications.

PSX0104534 - Replacement of panelling to stall riser - **Granted**

ASX0104258 - Display of: a externally illuminated fascia sign measuring 5025mm x 600mm, and painted motifs on awning; b. retention of existing internally illuminated projecting sign - **refused**

30276 - Installation of a new shop front, excavation of a front basement area, provision of an escape stair and front railings, and the erection of a ground floor rear extension - **Granted**

26036 - Works of conversion to provide 6 self contained flats, one on each of the 1st, 2nd and 3rd floors of both properties - **Granted**

1.5 Heritage Benefits

Spatial Qualities

Cleveland Street is a distinctive and consistent area of late 18th and early 19th century speculative development. Due to the relatively short period of its development, the site generally retains a character that is homogenous to the majority of Cleveland street and the Fitzroy Square Conservation area. The narrow quality of Cleveland street and bordering four-storey terraces along this street act as a physical barrier to the Fitzroy Square concealed behind.



Fig. 3 Photograph of 80 Cleveland Street

Building typology and form

The range of building types across the area is relatively limited, with the most common building typology within the Fitzroy Square conservation area being the terraced townhouse. These vary in terms of scale and design depending on the location and proximity/closeness to the square

The terraces along Cleveland street are mainly four storeys in height with some terraces having three storeys. Plots are generally narrower than the grander townhouse directly flanking Fitzroy square, and range between two and three bays in width. The original townhouse form has a basement defined by railings and sometimes an attic storey, however where shops have been introduced at ground level in more recent years most of these railings and some basement areas have been removed. Roof forms are commonly defined by a parapet and help to give a strong consistent roof line.

Shops and public houses are a common feature on the streets that surround Fitzroy Square, and Cleveland street is no exception. They demonstrate the increase in commercial activity within the area, and in most cases the shop fronts at ground floor help to add a sense of individualism to what would otherwise be a very orthogonal uniform street scene. There are many examples of high quality shop fronts of varying dates.

The four-storey style townhouses along Cleveland street, now converted into individual dwelling house apartments and retail and dining units on ground floor, have been designed in accordance with the classical principles of architecture and give the impression of a single grand building of a symmetrical composition.

Prevalent and traditional building materials

Whilst Cleveland Street lies within the Fitzroy Square Conservation Area the buildings along this street have a more refined material palette than some of the townhouses that site directly opposite the square.

Yellow London stock brick and soft red brick are the predominant material employed in the terraces with Welsh slate being used as a roofing material.

Characteristic details

80 Cleveland Street shares a number of characteristics that adhere to the rules of classical architecture, which was prevalent at the time and is similar to that of the other properties within the Fitzroy Square Conservation Area. These characteristics include a simple repeated pattern of vertically proportioned sash windows, the largest of which are located on first floor, not included the more recent introduction of full length glazed panels on ground floor. The openings decrease in size on successive upper floors, which reflects their less importance architecturally. The terrace has been set back from the pavement which would have more than likely have been to enable access and light to the basement area. In the past these areas would have been protected by cast iron railings. It has been assumed that this area has been covered in more recent years, however the exact details are unknown.

2.0 Design Proposals

2.1 Design objectives

Alterations have been proposed to the shop front to allow for a new awning along with modifications to the existing full length folding doors in the front elevation and illuminated and non-illuminated signage.

2.2 Use

The existing building is currently being used as a restaurant with A3 use at ground and basement level, and residential C3 use at first, second and third floor which is to be retained.

2.3 Layout

No. 80 Cleveland road is currently being used as a restaurant at ground and basement level, the internal layout will be retained with just the repositioning of the main entrance doors to gain additional floor space.

2.4 Appearance

The proposed shop front at No. 80 Cleveland Street will retain the existing door unit and retractable awning. The signage will mostly consist of non-illuminated raised stainless steel letters and a projecting illuminated roundel sign. The proposals will not adversely impact the Fitzroy Square conservation area.