

Heritage, Design and Access Statement

Our ref.: 887-DT1-CB290118 - rev A

Site Address:

6 Percy Street
Ground Floor
London
W1T 1DQ

Date:

January 2018

Contact Details:

Applicant:

Percy Village Ltd c/o Pearl & Coutts

Agent:

Cooley Architects Ltd
123 Aldersgate Street
London EC1A 4JQ
Name: Chloe Moore
Telephone: 020 3176 4481
Email: chloe@cooleyarchitects.com

Description of Development

This report accompanies an application for planning and listed building consent for a new shop front at 6 Percy Street.

Planning History

Although exact dates are unfortunately not known, it is estimated that the current shop front was installed by a commercial leaseholder who occupied the ground floor of the building from 19th July 2008 to November 2016. The commencement and completion dates of this installation are estimated to be 19th September 2008 and 30th September 2008 respectively.

Several applications were made by the current freeholder (as detailed in an Enforcement Notice dated 23rd February 2017, reference RS/PE/EN17/0003).

In December 2016, planning and listed building consent applications were submitted for the installation of a retractable awning, including a brass signage plaque and lighting. These applications were made under the references 2016/6873/P and 2016/7111/L; they were both subsequently withdrawn.

An advertisement consent application was also submitted for the display of non-illuminated lettering on awning and brass plaque signage, under application reference 2016/7112/A. Permission for this application was granted on 8th March 2017.

A retrospective planning application (reference 2017/2716/L) was made in May 2017, for alterations to the existing glazed shopfront, including a replacement door. Dark grey adhesive film was proposed to be attached to the glazing, to visually represent a stallriser. The application was subsequently withdrawn.

Statement of Intent

The applicant, who is the freeholder of the building, wishes to seek planning and listed building consent for the installation of a new shop front at 6 Percy Street that maintains the historic character of the property.

Heritage Statement

The Listed Building

The property is grade II listed. The listing description is as follows:

“TQ2981NE PERCY STREET 798-1/99/1294 (South side) 14/05/74 Nos.5-9 (Consecutive) and attached railings to No.8.

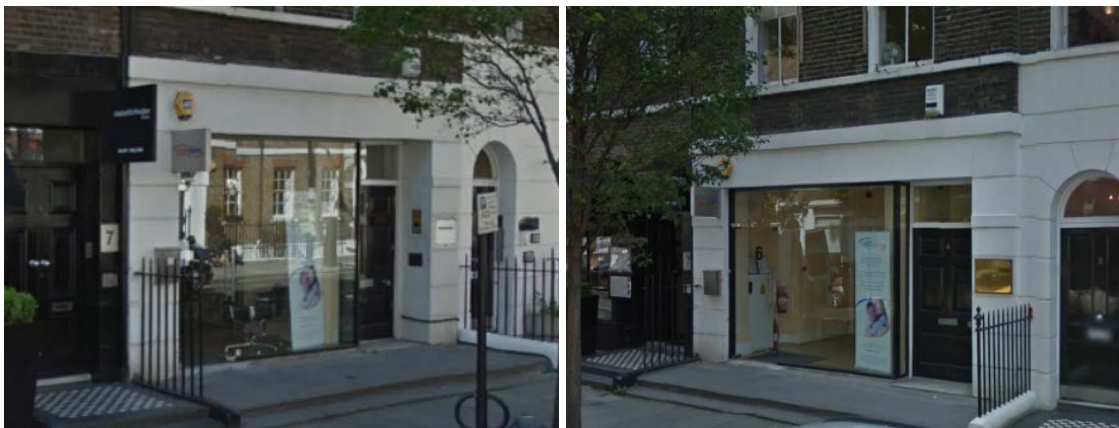
*5 terraced houses with later shops. 1764-1770, altered. Built by W Franks and W Reeves. Multi-coloured stock brick with slated mansard roofs and dormers. Stucco 1st floor sill and floor bands, except No.5. Stone cornices. EXTERIOR: 3 storeys, attics and basements. 3 windows each; **No.6, 2 windows. Gauged brick flat arches (mostly reddened) to recessed sash windows, most with original glazing bars. Parapets.** No.5: rusticated stucco ground floor, now painted. C20 shop window. Round-arched doorway with fanlight and panelled door. **No.6: rusticated stucco ground floor, now painted. C20 shopfrontage. Square-head doorway with rectangular fanlight and panelled door.** No.7: rusticated stucco ground floor, now painted. C20 shop window with C19 filigree ironwork head. Square-headed doorway with fanlight and panelled double doors. 1st floor centre window elongated. No.8: painted ground floor. Round-arched doorway with panelled jambs, cornice-head, radial patterned fanlight and panelled door. 1st floor centre window elongated. No.9: painted ground floor. C20 ground floor frontage. Round-arched doorway with wooden doorcase; pilasters carrying enriched console-bracketed soffit; fanlight and panelled door. INTERIORS: not inspected but No.8 noted to retain panelled ground floor front room and hall. SUBSIDIARY FEATURES: attached cast-iron railings with torch flambe finials and cast-iron lamp brackets flanking entrance to No.8. (Survey of London: Vol. XXI, Tottenham Court Road and Neighbourhood, St Pancras III: London: -1949: 7-11).*

Design Statement

The previous shop front prior to its replacement in 2008



The shop front as installed in 2008

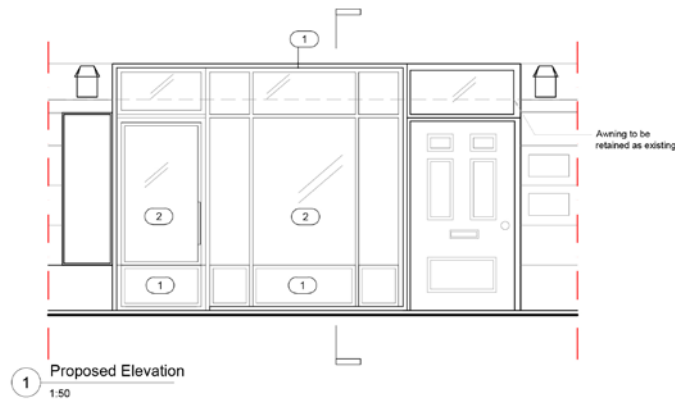


The same shop front in March 2017 (surrounds painted, otherwise the same as 2008)



The existing shop front, installed in 2008, is fully glazed with minimal fixings. The panelled timber door and square fanlight on the right hand side have not been altered. We propose that the existing fully glazed shop front is replaced with a combination of glazing and timber panelling, to reflect both the property's historic character and local guidance regarding shopfront design (please see next page).

The shop front as proposed (minor alterations to give more traditional appearance)



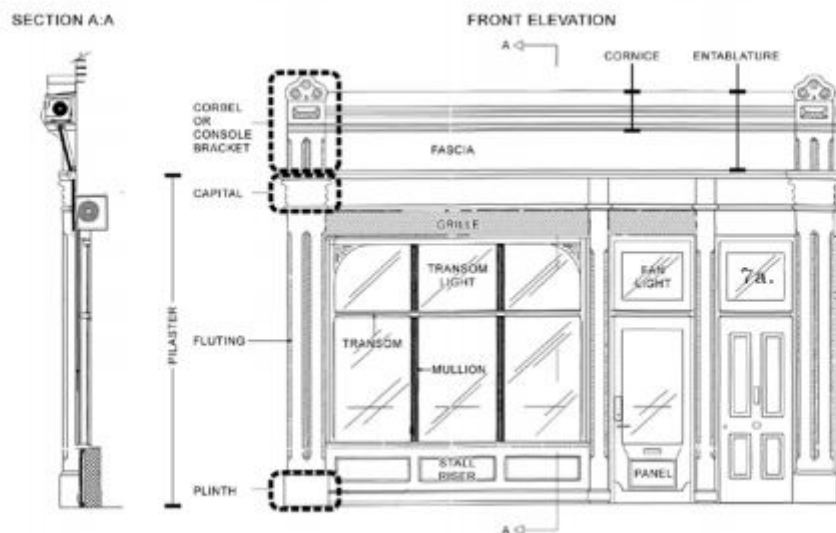
Material 1: Dark grey painted timber

Material 2: Double glazing

Design

Percy Street is of mixed character, with a modern office block to the North East, and commercial properties with shop fronts concentrated on the South side of the road. An eclectic mix of shop fronts can be observed on the South side, ranging from very traditional to modern interpretations. However, design guidance for shop fronts in this area recommends a traditional approach with particular features and proportions.

The following diagram appears in the Camden Planning Guidance document 1 (CPG1), under chapter 7 (shopfronts):



The above diagram shows the various architectural features that comprise a traditional shopfront in the Camden area. Regarding the glazed portion, mullions, transoms, stall risers and transom/fan lights are key elements. This application seeks to introduce these features in a way that relates sensitively to the scale, proportions and architectural style of the building, so as to re-integrate the shop front contextually and to maintain the historically significant character of the property.

[end]