
The Shop (Newsagent) at 240 Grays Inn Road London WC1X 8JR

TITLE:

Heritage Statement

DATE:

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REVISION:

1.0

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Contents

| | | |
|-----|---|----|
| 1.0 | INTRODUCTION | 3 |
| 2.0 | SITE AND SURROUNDINGS | 5 |
| 3.0 | HISTORY, DEVELOPMENT AND ARCHITECTURAL SIGNIFICANCE | 10 |
| 4.0 | PLANNING POLICY CONTEXT | 20 |
| 5.0 | CONSIDERATION OF THE ISSUES | 26 |
| 6.0 | CONCLUSIONS | 51 |
| 7.0 | REFERENCES | 52 |
| 8.0 | APPENDICES | 53 |



Figure 1. The newsagent at 240 Gray's Inn Road, London WC1X 8JR on 6 February 2018.

Introduction

Scope of this Report

- 1.1 This heritage statement has been commissioned by and prepared for Haresh Shah, leaseholder of the newsagent at the Grade II Listed 240 Gray's Inn Road, London WC1X 8JR, to support applications for listed building consent and planning permission and to meet enforcement requirements following unauthorised removal of the shopfront.
- 1.2 The proposed works consist of sympathetic restoration of the shopfront and retention of interior fittings and features at ground and basement levels.
- 1.3 Desk-based research and three approximately 1-hour site visits were undertaken to assess the significance of the listed building, the scope of the unauthorised works and the potential impact of the proposed works upon this significance. Limited visual inspection of readily accessible and visible areas of the building was undertaken during the site visits on 6th and 16th February and 6th March 2018.

Background

- 1.4 It is understood that enforcement officer, Ramesh Depala, visited the site briefly sometime near the end of January/beginning of February 2018 following a complaint regarding alterations to the shopfront.
- 1.5 A meeting with the enforcement officer, Ramesh Depala, was also attended on site on 16th February 2018.

Executive Summary

- 1.6 In accordance with the statutory test at s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990, this statement demonstrates that the special architectural and historic interest of the listed building is preserved within the scope of the current proposals and that these are entirely consistent with both national and local planning policy.

2.0

Site and Surroundings

Designation

- 2.1 No. 240 Gray's Inn Road was listed Grade II on 14 May 1974 (list entry no. 1113127) with the following entry details:

TQ3082SE GRAY'S INN ROAD 798-1/96/650 (East side) 14/05/74 No.240 and attached railings GV II

End of terrace house with later shop. c1821-6. Yellow stock brick, largely refaced. 4 storeys and basement. 3 windows and 2-window return forming part of the symmetrical frontage of Nos 1-21 Calthorpe Street (qv). Central round-arched doorway with radial fanlight and panelled door. To left, a later C19 shopfront, altered. To the right, a round-arched, recessed sash with pointed lights. Stucco 1st floor sill band. Upper floor sashes recessed with concrete lintels. Parapet. INTERIOR: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with urn finials to area on return. (Survey of London: Vol. XXIV, King's Cross Neighbourhood, Parish of St Pancras IV: London: -1952: 58 & 61).



(a)



(b)

Figure 2 (a) and (b).
View of the front
elevation (a) of no. 240
Gray's Inn Road and the
side elevation (b) on
Calthorpe Street.

2.0

Site and Surroundings

Survey of London

- 2.2 The listing makes reference to Survey of London, vol 24, however, the relevant passage is sparse on information regarding no. 240:

"Two old houses (Nos. 226 and 228 Gray's Inn Road) remain south of Calthorpe Street. At the northern corner of the latter, No. 240, and Nos. 242–250 are of early 19th century date, No. 244 having an early shopfront, flanked by wood columns, placed between two doorways."

Conservation Area

- 2.3 No. 240 Gray's Inn Road is an end of terrace house with shop situated at the junction with Calthorpe Street to the east and Guildford Street to the west. The building's side elevation faces onto Calthorpe Street with its architectural detailing matching and completing the symmetrical design of this terrace.
- 2.4 It is located within the Bloomsbury Conservation Area, specifically, character sub area 14: Calthorpe Street/Frederick Street.

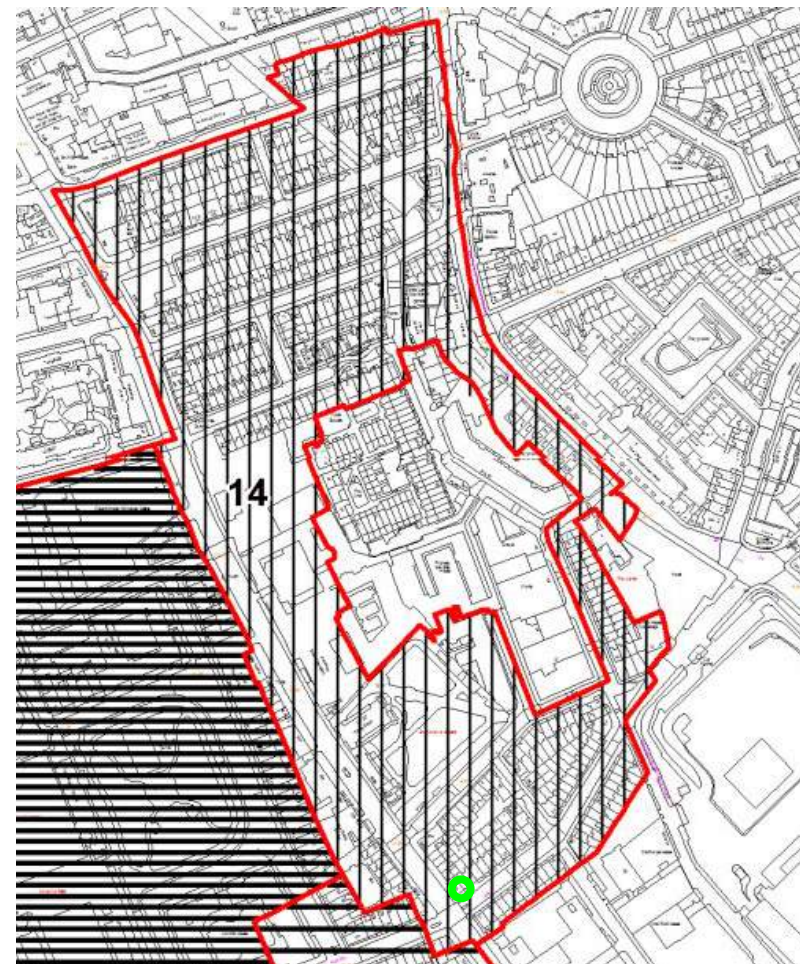


Figure 3. Outline of character sub area 14: Calthorpe Street/Frederick Street with application site identified (green circle).



Figure 4. View of nos. 240 - 252 Gray's Inn Road, a terrace of Grade II Listed houses with 19th c. shops. No. 240 bookends the terrace with the Calthorpe Arms Public House (no. 252).

Site and Surroundings

Group

- 2.5 No. 240 and its neighbours (nos. 242-252 even) on the east side of Gray's Inn Road between Wren Street to the north and Calthorpe Street to the south are all Grade II Listed (see Appendix 1). They contribute to and enhance the historical and architectural character of the area. Specifically, nos. 242-252 are noted in the Bloomsbury Conservation Area Appraisal as “shopfronts of merit”. While no. 240 is not noted as such, the building is noted as a “positive contributor”.
- 2.6 The group possesses a shared significance of being an early 19th c. terrace of houses with wooden shopfronts and an end of terrace public house consisting of London stock/yellow stock brick. A symmetrical stucco first floor sill band found at both ends of the terrace further emphasises the cohesiveness of the terrace and its relationship with the terraces on Wren Street and Calthorpe Street where the sill bands continue.
- 2.7 However, as noted in the listing descriptions, most of the shops' and the pub's frontages had been altered by the time of listing, including in the case of no. 240.

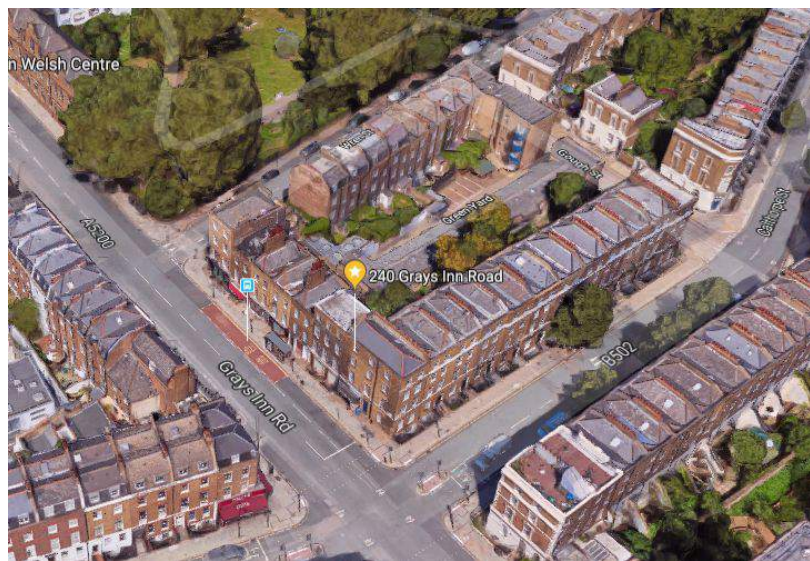


Figure 5. Composite aerial view of the terrace at 240 - 252 Gray's Inn Road (even).
Image Source: Google Maps 2017.

Site and Surroundings

Character

- 2.8 The following excerpts from the Bloomsbury Conservation Area Appraisal describe the character of the sub-area, which reflect the context of the application site and highlight its group contributions:
- 2.9 *“5.245 There is much uniformity in the appearance of the sub area. The streets generally follow an east-west pattern and are of a generous width.(...).The majority of terraced properties retain residential uses, and are interspersed with public houses. The use of yellow brick is widespread, together with increasing amounts of stucco from around 1820 which is evident in the rusticated ground floors. The special interest of the architecture of the area is highlighted by the high number of listed buildings.*
- 2.10 *5.247 Gray’s Inn Road is a wide, busy route linking High Holborn in the south to King’s Cross in the north. It has a more varied character than the quieter side streets with a coarser grain where piecemeal development has occurred over the 19th and 20th centuries characterised today by a mix of commercial, community and hospital uses. The more recent buildings tend to be taller with larger footprints. Smaller scale 19th century buildings can be found close to the junctions with Frederick Street and Ampton Street on the east side and between Cromer Street and the entrance to Argyle Square on the west side. There is greater variety in the materials used along Gray’s Inn Road, particularly in the later developments which employ stone, glass, steel and concrete, although the predominant material is London stock brick. The architectural detailing also has consistent themes including a strong vertical definition with the same rhythmic window patterns and height as buildings in more residential parts of the sub area.”*

3.0 History, Development and Architectural Significance



Figure 6. View of 240 Gray's Inn Road: corner of Calthorpe Street and Gray's Inn Road. Shop highlighted in yellow. Archival image taken in 1967. Image Source: Collage: The London Picture Archive (copyright: The London Metropolitan Archives) Record no. 106482.

3.0 History, Development and Architectural Significance

Development of the Wider Area

- 3.1 According to the Bloomsbury Conservation Area Appraisal's assessment of the Calthorpe Street/Frederick Street Sub Area 14:

5.244 (...)It comprises an area of mainly terraced housing built on the Swinton and Calthorpe Estates to the east of Gray's Inn Road, an historic route dating back at least to Medieval times. It is one of the few parts of the Conservation Area that has a noticeable fall from west to east, being on the west side of King's Cross Road which follows the valley of the now culverted River Fleet...The remainder of the area was developed over the period 1820 to 1850 by the builder Thomas Cubitt who had his yard in this area. A notable pattern is the progression of development from west to east and the gradual variation in the detailed treatment of the frontages. (...)

- 3.2 Chapter 4 of the Survey of London, vol 24 (Godfrey and Marcham 1952), describes the Calthorpe Estate development as follows:

"The Calthorpe Estate occupies the south-eastern corner of the parish of St. Pancras between Gray's Inn Road on the west, the Fleet River on the east, the parish boundary on the south and Battle Bridge Field on the north."

"Calthorpe Street was named after Lord Calthorpe, the owner of the estate. From the parish rate books it appears that the section between Gray's Inn Road and Gough Street was built gradually between 1821 and 1826. The section east of Gough Street was built between 1842 and 1849."

"Nos. 1 to 21, from Gray's Inn Road to Gough Street, are of stock brick with basements and railed areas, ground storeys with round-headed doorways and windows, and two storeys above, having a moulded stucco or stone cornice and an is tattic storey. The first floor windows mostly have lowered sills and balconies."

- 3.3 Lord Calthorpe leased the land to master builder and architect Thomas Cubitt who developed the Calthorpe Estate and subsequently became better known for his development of many of London's historic housing areas such as Belgravia, Bloomsbury, and St. Pancras and his work on the east front of Buckingham Palace (Godfrey and Marcham 1952; Wiltshire, 2013).

3.0 History, Development and Architectural Significance

- 3.4 According to Denford, et al. (2010, p. 106-107), Gray's Inn Road was widened in the late 19th c. with the widening completed in 1884 resulting in the demolition of previous timber buildings on the east side. However, it is unclear from this source whether the widening was limited to south of Theobald's Road or extended further.
- 3.5 In 1862, addresses at Gray's Inn Road were renumbered following the incorporation of northern segments of the road previously called "Gray's Inn Terrace" and "Gray's Inn Place" into a single sequence. Nos. 2-138 on the east side of the street were compressed to be nos. 2-98 (ibid.). This renumbering appears to not have affected no. 240.

The Application Site

Thomas Powell Ovens

- 3.6 The earliest phase of the shop is unclear, however, the presence of two historic, cast-iron, Thomas Powell ovens in the basement suggests there was a bakery on the premises. The location of the ovens under the street with flues presumably streetward further supports a usage other than for heating the home.
- 3.7 Thomas Powell ovens have elsewhere been documented for use in the bakery of the House of Corrections, Wandsworth (Mayhew and Binny 1862, p. 517) with particular note of their "peculiar...construction":

"The fire enters them by a furnace heated with coals and passes into a descending flue in connection with the boiler-house shaft. These ovens are now coming into general use. The time they take to heat is about three quarters of an hour."



Figure 7. One of the Thomas Powell ovens in the basement store room at No. 240 Gray's Inn Road.

3.0 History, Development and Architectural Significance

The Application Site (continued)

- 3.8 The “no. 49 Lisle Street, London, Leicester Sq” address as cast on the ovens helps to date their manufacture to ca. 1828-1843 or shortly after. This places the usage of these ovens nearer to the earliest phase of the building, possibly coinciding with the early formation of the shop.
- 3.9 The 1814 edition of *The Post-Office Annual Directory for Being a List of More Than 17000 Merchants, Traders, Pp of London and Parts Adjacent...General Information Relating to the Post Office*, volume 15, published by Richardson (p. 257) records a different address:
- “Powell, Thomas, Inventor and Manufacturer of Bakers and Domestic Ovens to heat with Coals, 15 Old Lisle-Street”
- 3.10 However, by 1828, the Lisle Street address (as opposed to “Old-Lisle Street”) is mentioned in two published announcements regarding the dissolution of the business partnership of: “T. and T. Powell, Lisle-street, Leicester-square, coal oven-builders”. This excerpt from *The Spectator*, 26 July 1828, summarises a more detailed announcement printed in *The London Gazette* (Part 2, p. 1438) of that year as shown in Figure 8 at the bottom right.
- 3.11 A record of the “Will of Thomas Powell, Smith of Lisle Street, Leicester Square, Middlesex” dated 31 March 1832 held at the National Archives (ref. No. PROB 11/1797/327) also makes mention of a “Lisle Street” address and hints at the partnership dissolution between father and son was likely due to age and retirement of the senior Powell.
- 3.12 By the 1843 edition of the *Post Office London Directory* (published by Kelly’s Directories Limited) the address number is clearly stated in the entry:

“Powell, Thos. oven build. & ironfoundr. 49 Lisle st.
Leicester sq.”

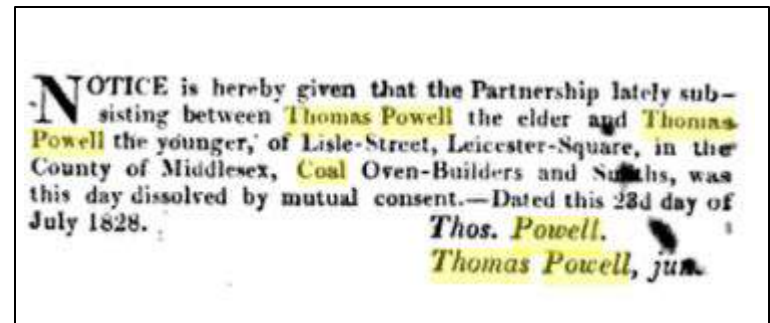


Figure 8. Announcement in the 1828 London Gazette (Part 2, p. 1438) regarding Thomas Powell of Lisle Street, Leicester Sq., Coal Oven-Builders and Smiths

3.0 History, Development and Architectural Significance

The Application Site

Other Businesses at the Premises

3.13 Other historic businesses with noted addresses at 240 Gray's Inn Road include:

- An Architect: as evidenced by an advertisement seeking an assistant as published in *The Builder*, vol. 23, 1865.
- A specialist Photographer: as referenced in *The British Journal of Photography*, vol. 58 (1911) by the name of Mr. Hitchins who was:

“prepared to give expert assistance in the designing of apparatus, in studio construction and equipment, including artificial light installations, as well as instruction and help in special branches of photography, such as photomicrography, etc.”
- A Bookseller: noted as a new company announced in the trade publication *Bookseller: The Organ of the Book Trade*, Issues 2750-2766 (1958).

3.0 History, Development and Architectural Significance

The Application Site: Basement



(b)



(c)



(a)

Figures 9 (a) - (d).
 (a) Detail of cast manufacturer's nameplate on oven. (b) First oven viewed in situ with under-street-level vault door to the left. (c) View of oven interior with evidence of modern bricking up of the flue. (d) View of second oven behind storage items. Note recess above suggesting possible pavement lights in the past in line with previous shop entrance.



(d)

History, Development and Architectural Significance

The Application Site: Basement



Figure 10 . View of basement door to under-street vault (not inspected).



Figure 11. View of basement under-arch area with historic steel reinforcing band.



Figure 12. View of recessed area in western wall and ceiling, likely housed pavement lights in line with previous recessed entrance to shop.

3.0 History, Development and Architectural Significance

Planning History

3.14 The planning history for No. 240 is as follows:

2008/2343/L

- Refused 19-06-2008 Installation of satellite dish to Calthorpe Street elevation of building at third floor level, associated with retail use of ground floor.
- Listed Building Consent
- Commercial Minor Alterations

2008/2227/P

- Refused 19-06-2008 Installation of satellite dish to Calthorpe Street elevation of building at third floor level, associated with retail use of ground floor.
- Full Planning Permission
- Commercial Minor Alterations

2005/2335/L

- Refused 21-09-2005 Internal and external works including the replacement of an existing ground floor window with a door, installation of a new basement door, a gate within renewed railings and steps giving access from the pavement to the basement area.
- Listed Building Consent
- Commercial Change of Use

2005/2333/P

- Refused 21-09-2005 Works of residential conversion from store room to play room of part of the basement, together with the replacement of an existing ground floor window with a door, installation of a new basement door, a gate within renewed railings and steps giving access from the pavement to the basement area.
- Full Planning Permission
- Commercial Change of Use

3.0 History, Development and Architectural Significance

3.1 Planning History (continued)

2004/1164/L

- Refused 19-07-2004
- Listed Building Consent
- Commercial Change of Use

External and internal alterations associated with the creation of a self contained basement flat, a ground floor retail unit and the refurbishment of residential accommodation on upper floors.

2004/0192/P

- Refused 19-07-2004
- Full Planning Permission
- Commercial Change of Use

The conversion of part of the basement to form a self-contained studio flat, together with the replacement of an existing ground floor window with a door, installation of a new basement door, a gate within renewed railings and steps giving access from the pavement to the basement area.

ASX0205393

- Advertisement Consent
- Refuse Advert Consent and prosecute 14-01-2003
- Dismissed 11-06-2003

The retention of 2 No. wall mounted internally illuminated display units, as shown on: Unmarked drawings and letter dated the 27th November 2002.

AD1615

- Historic Planning Application
- Refusal 27-03-1981

The display of an internally illuminated projecting box sign of dimensions 0.69 metres x 0.48 metres, with a height to the underside of 3.0 metres, at the level of and to the right of the shop fascia.

3.0 History, Development and Architectural Significance

Summary of Significances

3.15 Based on the details of the designation and the documented history as presented above, No. 240 Gray's Inn Road derives its historic and architectural significance from the following heritage values (historic, aesthetic, evidential and communal):

1. its early 19th c. development context, particularly within the development of the Calthorpe Estate by Thomas Cubitt,
2. Its front elevation exterior elements in terms of presentation, style, proportions, and materials,
3. Its situation as an end of terrace house with shop which reflects a pattern of historic use and development shared with the neighbouring properties on the terrace,
4. Its context and contributions to the character of the Calthorpe St. /Frederick St. Sub-Area and the wider Bloomsbury Conservation Area,
5. Its historic fabric and features,
6. Its plan form and hierarchy of spaces.

Planning Policy Context

National Planning Policy & Legislation

- 4.1 Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires:

“In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possess.”

- 4.2 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 also states:

“with respect to any buildings or other land in a conservation area...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”

- 4.3 The National Planning Policy Framework 2012 (NPPF) sets out the Government’s planning policies and how these are expected to be applied. Several paragraphs are relevant to this application.

- 4.4 Paragraph 128 is clear that:

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the asset’s importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary.”

- 4.5 Paragraph 131 outlines that “In determining planning applications, local planning authorities should take account of:

“the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.”

4.6 Paragraph 132 goes on to advise:

“When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.”*

4.7 Paragraph 134 confirms:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use”

4.8 Finally, Paragraph 141 advises:

“Local planning authorities should make information about the significance of the historic environment gathered as part of plan-making or development management publicly accessible. They should also require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.”

Planning Policy Context

Local Planning Policy

London Plan:

- 4.9 Section **7.8 Heritage Assets and Archaeology** of the **London Plan** is applicable in this case.

Camden Local Plan

- 4.10 The Local Plan was adopted by Camden Council on 3 July 2017 and replaces the Core Strategy and Camden Development Policies documents.

- 4.11 The following policies from the Local Plan regarding Design and Heritage are applicable in this case:

D1 Design p. 224
D2 Heritage p. 233
D3 Shopfronts p. 243
D4 Advertisements p. 246

- 4.12 Furthermore, the following policy regarding shops was consulted:

TC5 Small and independent shops p.292

Supplementary Planning documents (SPDs)

- 4.13 In addition to the Local Plan policies identified above, several Camden Planning Guidance documents and Conservation Area Appraisal and Strategy document are also of relevance, namely:

CPG 1 Design (current adopted version July 2015)
CPG Advertisement (Draft November 2017; final version and formal adoption expected March 2018)
Bloomsbury Conservation Area Appraisal and Strategy (adopted 18 April 2011)

4.0

Planning Policy Context

4.14 In regards to conservation areas, policy **D2 Heritage** states:

“The Council will:

e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;”

4.15 Furthermore, Paragraph 7.54 specifies:

“The character and appearance of a conservation area can be eroded through the loss of traditional architectural details such as historic windows and doors, characteristic rooftops, garden settings and boundary treatments. Where alterations are proposed they should be undertaken in a material of a similar appearance to the original. Traditional features should be retained or reinstated where they have been lost, using examples on neighbouring houses and streets to inform the restoration.”

4.16 In regards to historic shopfronts, policy **D3 Shopfronts** states:

“Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shop fronts survive, its design should complement their quality and character.”

4.17 Paragraph 7.72 emphasises protecting the appearance of shopfronts:

“We will consider the need to keep the appearance of the shopfront, taking into account the quality of its design, its historic importance and its location. Good examples of shopfronts should be retained wherever possible. “

4.18 Paragraph 7.76 specifies the following on replacement shopfronts:

“If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored.”

4.0

Planning Policy Context

4.19 In regards to fascia signs, policy **D4 Advertisements** states:

“We will support advertisements that: a. preserve the character and amenity of the area; and b. preserve or enhance heritage assets and conservation areas.”

4.20 Paragraph 7.83 on heritage and conservation Areas states:

“Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.”

4.21 Paragraph 7.87 on the placement of advertisements on shopfronts states:

“Generally shopfront advertisements will only be acceptable at the ground floor level, at fascia level or below. Fascia in this context refers to the signboard on the upper part of a shopfront showing the name of the shop. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties.”

4.22 Finally, Paragraph 9.50 of policy **TC5 Small and Independent Shops** on the retention of small and independent shops within town centres states:

“The Council will resist the loss of shop premises in our centres where we consider that this would harm the character, function, viability and vibrancy of the area, however the Council cannot influence the occupier of individual premises or the type of goods and services they provide.”

4.0

Planning Policy Context

4.23 Supplementary guidance documents provide more in-depth details and are meant to be considered in conjunction with the Council's policies.

4.24 **CPG 1 Design** (current adopted version July 2015) specifies the following in regards to shopfronts:

“7.1 Well designed shopfronts increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. This is particularly important in town centres and the character and appearance of where conservation area and listed buildings. On the other hand, insensitive shopfront design can harm the appearance and character of buildings and shopping areas.”

“7.11 Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself, the following will need to be considered:

- Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged.
- New shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades.”

4.25 Section 7.12 on key shopfront components provides design recommendations on the following elements:

- Window displays
- Entrances
- Fascia
- Pilasters
- Stallrisers
- Colour and Materials

4.26 Section 5.33 of the **Bloomsbury Conservation Area Appraisal and Strategy** document states:

“In all cases the Council will expect original architectural features and detailing to be retained, repaired, protected, or refurbished in the appropriate manner, and only replaced where it can be demonstrated that they are beyond repair.”

5.0

Consideration of the Issues

5.1 This section aims to address the context and rationale of the current proposals and their impact upon the special interest and conservation of the heritage asset. The remainder of this section is set out as follows:

- 5.2 The Proposals
- 5.3 A Review of The Existing Shop and Shopfront
- 5.4 A Review of The Previously Existing Shop and Shopfront
- 5.5 Rationale for the Proposed Sympathetic Restoration of the Shopfront
- 5.6 Rationale for Retention of Shop and Basement Store Interior Elements

The Proposals

5.2 The current proposals are as follows. Please refer to the accompanying drawings by W&M Architects for full details.

1. To remove the existing, unauthorised shopfront and to install a more sympathetically designed shopfront based on documented evidence and which has been informed by Camden Council's published design guidance on historic shopfronts. This will also entail the removal of two existing internally illuminated signs at and above fascia level and the proposed installation of internal brick bond shutters.
2. To retain the internal wall shelving system, suspended ceiling, and finishes to the Ground Floor shop.
3. To retain the plasterboard ceiling, stairs, bathroom, and steel-and-pillars structure in the Basement.

5.0

Consideration of the Issues

5.3

A Review of the Existing Shop and Shopfront

5.3.1

The following elements are unsympathetic and adversely affect the historic and architectural significance of the building and character of the conservation area. Therefore, these elements will be removed.

- Advertisement at upper level
- Internally illuminated fascia sign
- Redundant Sign
- Elevation Clutter

- Internally illuminated fascia sign

- Externally installed, projecting shutter box

- Pin-hole roller shutter

- Unsympathetic shopfront design

- Unsympathetic material (metal) and finishes used



Figure 13. View of shopfront as taken on 6 February 2018 with contravening elements annotated.

5.0

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)

- 5.3.2 No historic features were visible within the shop.
- 5.3.3 The interior has been fitted with a wall shelving system on all walls. The shelving is hung from slatwall modular shelving panels fixed to slotted wall bars. Only the wall bars are fixed to the wall structure making the system reversible with limited impact on the wall fabric. (See Figures 15 - 18.)
- 5.3.4 There is a masonry pillar spanning floor to ceiling situated just behind the shop frontage, just to the right (proper left) of the median line. An electrical junction box is housed on the north face of the pillar. The location for the pillar is unusual. It is unclear at present whether the pillar was from a very early phase of alteration to the shop or a 20th c. alteration. Interruption to the frontage glazing is visible here in the 1967 archive photo (Figure 6 and 24), a 2004 planning application photo (Figure 14) and in the 2017 photos of the shopfront (Figures 22 and 23). The pillar and interruption in the glazing are therefore considered to pre-exist the listing (1974).
- 5.3.5 There is a suspended ceiling which was previously installed prior to the current ownership. The suspended grid is fixed to the walls and suspended from modern boarding which is presumably fixed to the joists. Inspection behind the suspended ceiling found painted beams, likely since the 20th c. Joists were not visible and likewise there were no signs of extant lath structures. (Figures 15, 16, and 19.)
- 5.3.6 There is a trap door near the back, southeast corner of the shop (Figures 18 (a) and (b)). This is the only access to the basement store room below.
- 5.3.7 The flooring is lino which was previously installed prior to the current ownership. Signs of wear and loss of this lino is evident near the back northeast corner of the shop where two floorboards are partially visible. (Figures 18 (a) - (d).)

Figure 14. Photograph of the shopfront as submitted as part of previous planning application 2004/1164/L. Note the fixed panel between the two shutters. This is in line with the masonry pillar.



5.0

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)



Figures 15(a) - (d). Views of the existing shop interior.

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)



Figures 16 (a) -(c). Further views of the existing shop interior.

5.0

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)

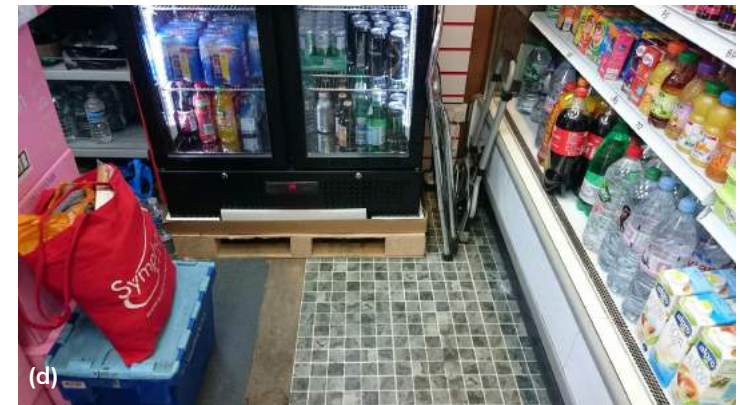


Figures 17 (a) and (b). Views of the wall finish behind the slatwall shelving system. See also Figure 18(b).

5.0

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)



Figures 18 (a) - (d). Views of the floor to the shop. Note (b) also shows a small area of the wall finish and the slot bar elements to the wall shelving system. (c) and (d) also so a small reveal of the existing floorboards where the upper layer of gray lino has been lost.

A Review of the Existing Shop and Shopfront (continued)

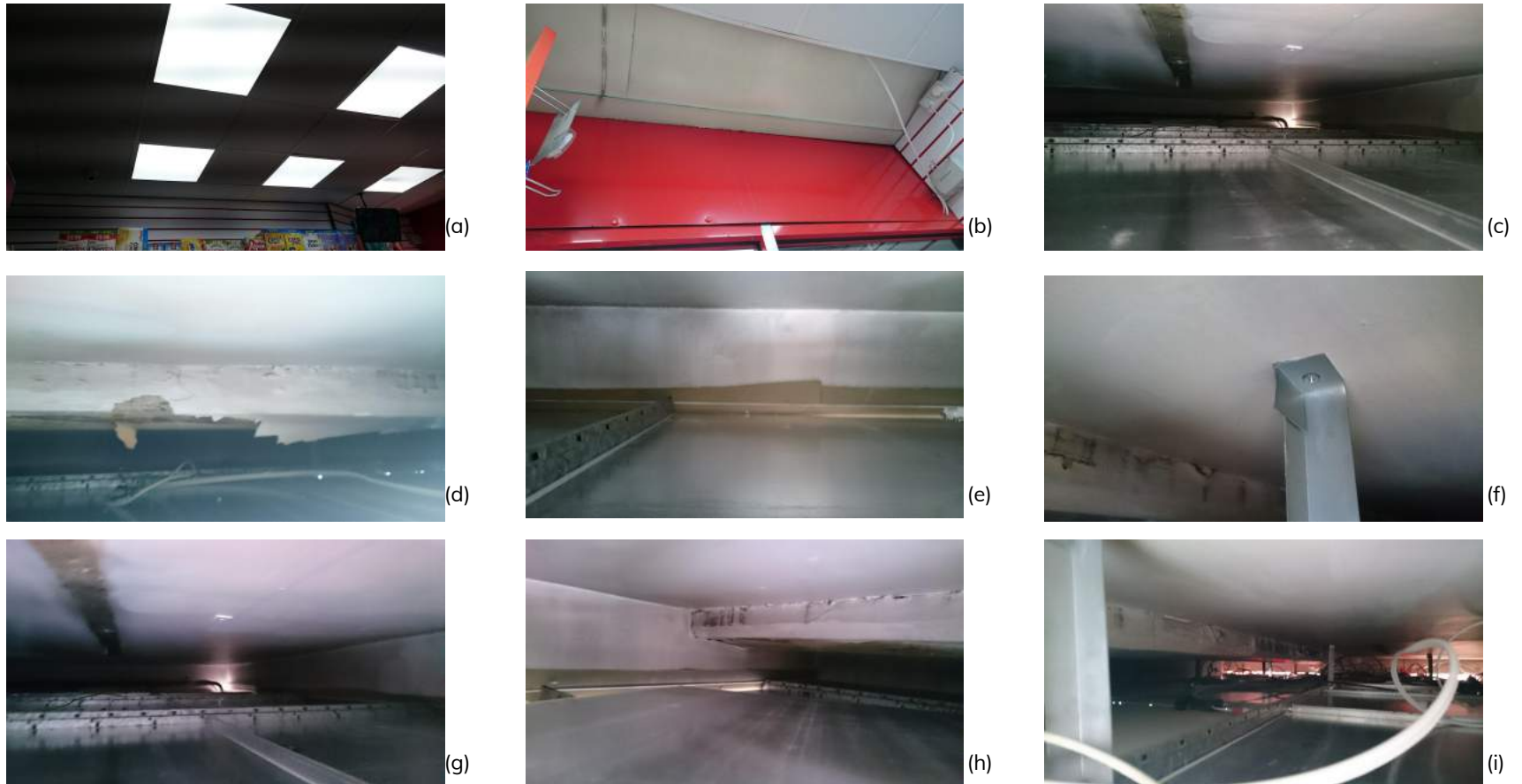


Figure 19 (a)-(i). Views of the suspended ceiling structure in the shop.

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)

- 5.3.8 The basement storeroom is accessed via the trap door from the shop and a fixed, rudimentary, timber staircase.
- 5.3.9 A curved wall separates the store room from the adjacent basement room in the building. The other basement room belongs to a separate lease and was not inspected.
- 5.3.10 A small bathroom with toilet and sink is situated in the under-stair area at the southeastern end of the storeroom. The staircase above is the main staircase for the property.
- 5.3.11 The walls and ceiling are plastered, the latter using two layers of plasterboard. The wall plaster to the west appears to be directly applied to the masonry, however, close inspection was not possible due to limited access afforded by the contents of the storeroom.
- 5.3.12 A steel beam rests on the floor in line with a ceiling joist. However, the condition of this joist is unknown. Three pillars support the joist while resting on the steel. All, except the steel beam, are enclosed with a smooth, plastered finish. This load-bearing structure was installed sometime after 2004 as documentation from the 2004/1164/L listed building consent application show the use of temporary props in place here. See Section 5.4 below for further discussion.

5.0

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)



Figure 20 (a)-(d) Views of the basement storeroom with subsequent soffit and series of pillars resting on steel beam introduced to replace temporary props. Staircase introduced for access via the trap door.

Consideration of the Issues

A Review of the Existing Shop and Shopfront (continued)



Figure 21 (a) - (c). Views of the basement storeroom. (a) View of the bathroom in the under-stair area with toilet (not pictured) situated around the corner.

5.0

Consideration of the Issues

5.4

A Review of the Previously Existing Shop and Shopfront

- 5.4.1 The previous shopfront was removed without listed building consent. It was of timber construction with large glass pane windows, stallriser, and recessed doorway. The door reflected the shopfront's glass and stall-riser design and proportions but also included a transom window above it. The recessed entrance area was tiled. The frontage also included two internally-illuminated signs, one at fascia level and one above (still existing) and a dutch awning. (See Figures 22 and 28).
- 5.4.2 The interior was fitted with retail shelving units as seen in Figures 23 (a)-(d).
- 5.4.3 The previous shopfront had undocumented, non-historic alterations to it which consisted of the installation of a second door (metal) in line with the building facade to the right (proper left) of the recessed doorway. This doorway was blocked during the previous shopfront's usage, however, the door is visible in Figures 23 (b) and (d).

5.0

Consideration of the Issues

A Review of the Previously Existing Shop and Shopfront



Figure 22 (a)-(d) Views of the previous shopfront. Photos by Mr. Haresh Shah.

5.0

Consideration of the Issues

A Review of the Previously Existing Shop and Shopfront



(a)



(b)



(c)



(d)

Figure 23 (a)-(d). Views of the previous shop interior. Photos by Mr. Haresh Shah. Note the pre-existing masonry pillar, suspended ceiling and gray lino flooring.

5.0

Consideration of the Issues

5.5

Rationale for the Proposed Sympathetic Restoration of the Shopfront

5.5.1

The sympathetic design of the proposed shopfront has been largely informed by:

- a. Visible evidence from the 1967 Collage archive image (Figure 24).
- b. Visible evidence from photographs submitted as part of previous planning application nos. 2004/1164/L, 2005/2333/P and 2005/2335/L (Figure 14, 27, 33).
- c. Visible evidence from photographs of the shopfront prior to demolition as supplied by Mr. Haresh Shah. (Figures 22 - 23 above), bearing in mind historic alterations as noted above.
- d. Google Streetview images of the property prior to demolition (Figure 28)
- e. Existing *in situ* elements such as the right (proper left) pilaster and fascia. (Figure 30)
- f. Design guidance regarding historic shopfronts published in the Bloomsbury Conservation Area Appraisal and Camden Planning Guidance 1: Design documents. (Figure 26)

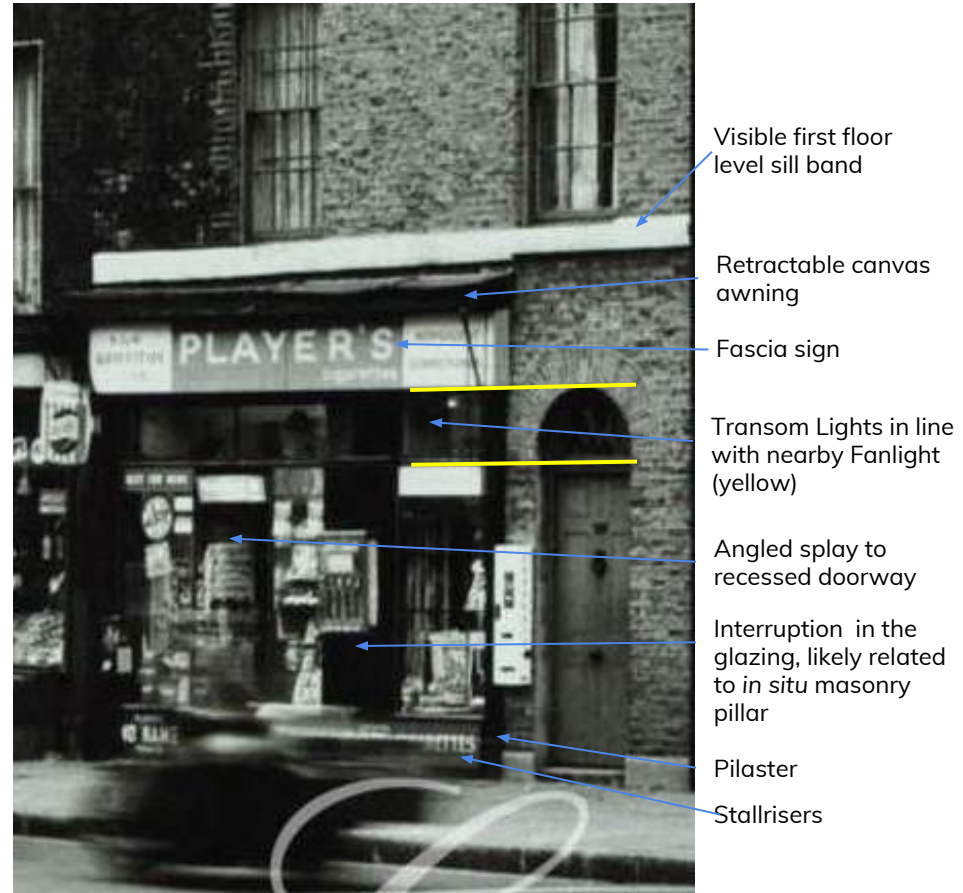


Figure 24. View of the shop at 240 Gray's Inn Road as cropped from the 1967 photograph (see Figure 6 above) from Collage: The London Picture Archive Record no. 106482 (copyright: London Metropolitan Archives).

5.0

Consideration of the Issues

5.5 Rationale for the Proposed Sympathetic Restoration of the Shopfront (continued)

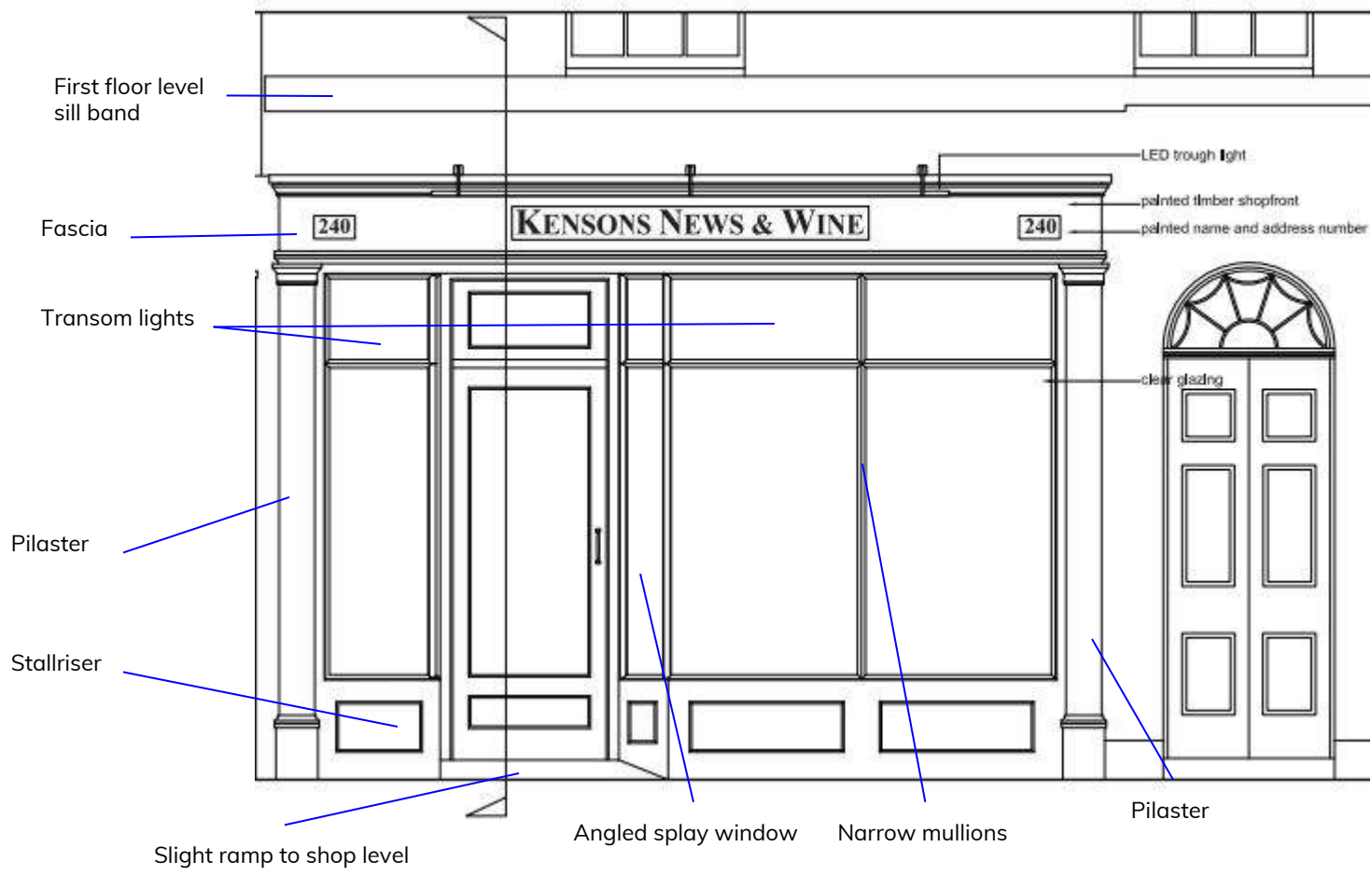


Figure 25. Proposed shopfront as drawn by W&M Architects, drawing no. 1521-06.

5.0

Consideration of the Issues

- 5.5 **Rationale for the Proposed Sympathetic Restoration of the Shopfront** (continued)
- 5.5.2 The sympathetic restoration of the shopfront will consist of the following proposed works:
- 5.5.3 Reinstatement of sympathetic shopfront joinery including stallrisers, narrow mullions, and transom windows
This is in keeping with the historic shopfront detailing as visible and inferred from the 1967 archive photo (Figure 24) and as identified in Camden's Planning Guidance 1: Design document (See Figure 26) with two slight deviations. One deviation will be the continuous glazing of the frontage as the previous interruption in the glazing will not be re-created, therefore the masonry pillar will be visible from street level. The continuity in the frontage will enhance the appearance of the shopfront while the visibility of the masonry pillar will retain assumed historic fabric. The second is detailed below in section 5.5.6 regarding incorporation of an angled splay window at the entrance.
- 5.5.4 Reinstatement of fascia panel and pilasters
The existing fascia panel and right (proper left) pilaster will be restored and reinstated. The condition of the left (proper right) pilaster is unknown as it is concealed behind the existing shopfront metalwork and may require new to be made to match. (See Figure 30).
- 5.5.5 Reinstatement of recessed doorway with slightly sloped entrance
The recessed doorway will be reinstated with a tiled and sloped entrance to resolve the change in level between the street and the interior of the shop. The sloped entrance and 860mm door width will enable accessibility.
- 5.5.6 The incorporation of an angled splay window at entrance
A slightly angled splay window has been introduced to one side of the recessed doorway to enable better access to the electrical junction box on the north face of the masonry pillar. While this deviates from what was previously there as recorded in the 2017 and 2004 photographs (Figures 22 and 27, respectively), there is precedent for an angled splay to the left (proper right) recessed doorway window as seen in the 1967 archive photo (Figure 24). This will be reintroduced on the right (proper left) side to aid safe access to the junction box and is not considered to adversely impact the significance of the listed building or the character or appearance of the terrace or wider area.
- 5.5.7 Reveal first floor level sill band
The first floor sill band will be revealed and restored with the removal of the upper level signage.

5.0

Consideration of the Issues

5.5

Rationale for the Proposed Sympathetic Restoration of the Shopfront (continued)

- 5.5.8 The historical and architectural context of No. 240 and its documented frontage elements are in line with the example of a good shopfront elevation as depicted in Figure 9 of CPG 1: Design (reproduced below for comparison).

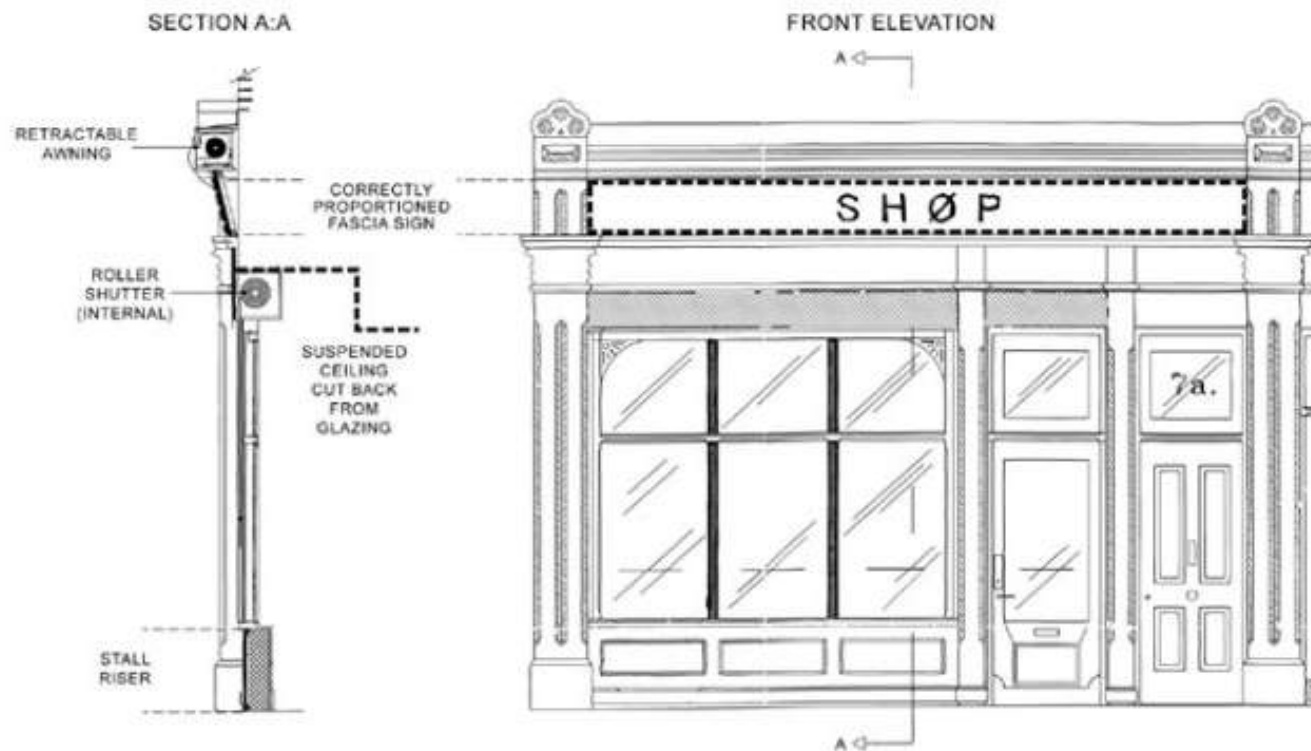


Figure 26. Example of a good shopfront elevation and section from Camden Planning Guidance document CPG 1: Design (Figure 9, page 66).

5.0

Consideration of the Issues

5.5

Rationale for the Proposed Sympathetic Restoration of the Shopfront (continued)

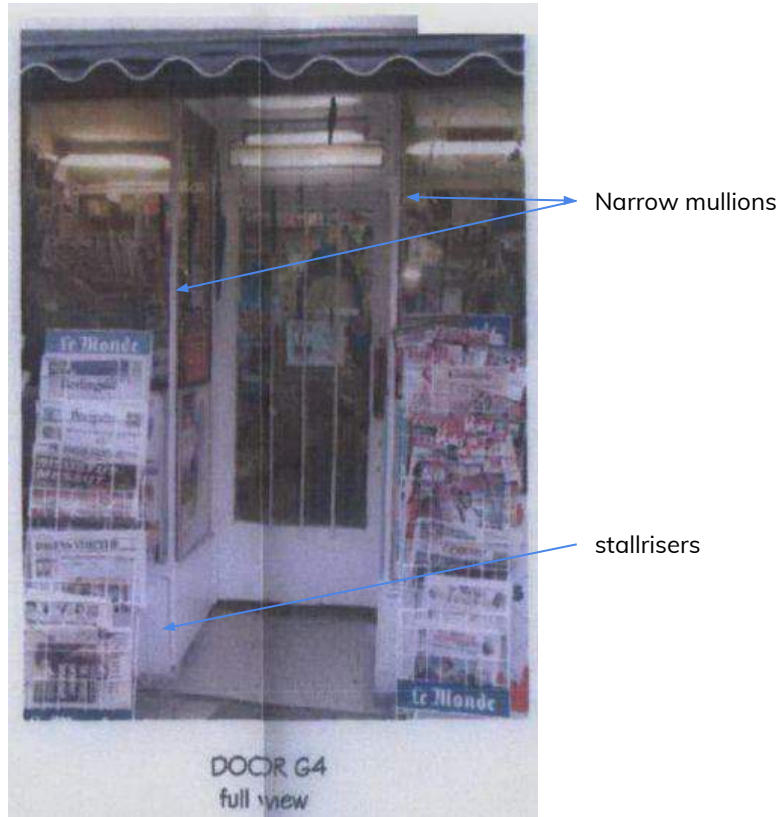


Figure 27. View of shop doorway as documented in “Existing Doors and Main staircase.pdf”, submitted as part of previous planning application nos. 2005/2333/P and 2005/2335/L, drawing no. 22 dated 28/02/04.



Figure 28. Location of recessed entrance in relation to frontage (highlighted in yellow). It is offset to the left (proper right) from the line of the first floor window. Image source: Google Earth, April 2017.

5.0

Consideration of the Issues

5.5

Rationale for the Proposed Sympathetic Restoration of the Shopfront (continued)

5.5.9 Installation of new internal brick bond roller shutters

The projecting shutter box and external shutters will be removed and replaced with internal brick bond security shutters as per CPG 1: Design:

Paragraph 7.27 states: "In cases where external measures (shutters, grilles or alarm boxes, etc) are proposed they would only be permitted where they do not harm the character of shopfronts, such as internal brick bond grilles or collapsible gates.

And Paragraph 7.28 states: "On listed buildings, there will be a presumption against the use of external security shutters and grilles in favour of internal".

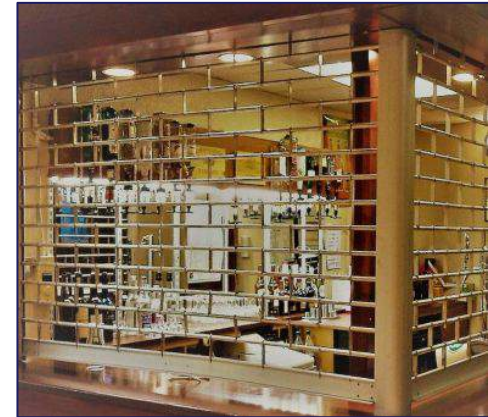


Figure 29. Example of brick bond security shutters.



Figure 30 . Existing fascia (yellow arrow) and pilaster (green arrow) to be revealed and restored.



Figure 31. The suspended ceiling is cutback from the glazing and remains high enough to not interrupt the visual field at the proposed transom window level.

5.0

Consideration of the Issues

5.6

Rationale for Retention of Shop and Basement Store Interior Elements

5.6.1

In assessing the proposals for the retention of existing interior elements to the shop, the potential impacts of the proposals upon the historic and architectural significance of the building were considered against criteria set by Historic England as published in *Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment* (March 2015). The assessment criteria are as follows:

| | |
|---|---|
| Major (Substantial) | Comprehensive change to key elements of the historic building that contribute to its significance, so that the resource is entirely altered |
| Moderate | Changes to many key elements of the historic building and / or setting, such that the resource is significantly modified |
| Minor | Minor Change to key elements of the historic building, such that the asset is slightly different. |
| Negligible | Changes to the historic building which are not affecting its significance |
| The impact of proposals can also be neutral, beneficial, or adverse | |

5.0

Consideration of the Issues

5.6 **Rationale for Retention of Shop and Basement Store Interior Elements** (continued)

5.6.2 Suspended Ceiling

The suspended ceiling structure in the shop was pre-existing to the unauthorised removal of the shopfront.

The suspended ceiling grid has been fixed onto boarding (Figure 19). Ceiling beams have been previously painted. There is no sign of original lath and plaster. The loss of the lath and plaster may possibly have occurred prior to statutory listing. The current grid is fixed to 20th c. boarding and therefore has a negligible impact on the heritage asset. The existing suspended ceiling is also cutback from the glazing and remains high enough to not interrupt the visual field at the proposed transom window level. (See Figure 29.) Overall, the suspended ceiling is reversible and therefore of a low impact to the building's significance.

5.6.3 Wall Shelving System

The existing wall cladding was installed at the time of the unauthorised works, however, visible areas of the wall behind show a rendered surface with no sign of original lath and plaster. The wall cladding is considered to have a minor to negligible impact upon the significance of the listed building as it is a reversible feature and the rendered walls behind do not appear to retain any historic lath and plaster or other historic elements.

5.0

Consideration of the Issues

5.6 **Rationale for Retention of Shop and Basement Store Interior Elements** (continued)

5.6.4 Basement Stairs

The basement stairs are a makeshift feature with no architectural value but serve as the only access into the basement store room for the shop. The lower three steps are made of plywood and the stairs as a whole lack any detailing or design characteristics beyond its basic function. See Figures 20(c) and 32(a) and (b).

5.6.5 Plasterboard Ceiling to Basement

The ceiling has been plastered with two layers of plasterboard and a skimmed and painted finish. Previous planning application documents show the ground floor beams remained exposed. However, the installation of a typical plastered and painted finish to the basement ceilings does not adversely affect the internal appearance of the listed building in this area of low significance.

5.6.6 Retention of Basement Bathroom (toilet and sink)

The basement toilet and sink are the only bathroom facilities accessible to the shop and are only used by shop staff. They are situated in an area under the main stairs at ground floor entrance hall level. See Figure 21(a) .

5.6.7 Retention of Steel and Pillars Support Structure

Supporting photographs from previous planning application no. 2004/1164/L (Figure 33) show the use of temporary props to support the vertical load in this area. It is unclear as to why additional support is required in this location as no wall had been located here according to previous drawings of the basement (See Appendix 3). Furthermore, the presence of a curved wall (which is on the plans) approximately 1 metre to the south of it would have created an inaccessible hall that only connected the under-stair area to the vault door, which is an illogical layout.

At present, the most likely reason for this need for support is as a result of decay or damage to the structural beam above (the beam is visible in the 2004 photograph). It is unclear whether or not this beam has been removed or only encased within the existing drop soffit. This beam is noticeably narrower than the beam to the left in the photo, which is now enclosed in a downstand.

Rationale for Retention of Shop and Basement Store Interior Elements (continued)



Figure 32 (a) - (b). Views of the staircase via the trap door from the shop to the basement store room. (a) Note the side face of the wider beam and two layers of plasterboard applied to the ceiling structure. (b) The rudimentary staircase in situ.



Consideration of the Issues

Rationale for Retention of Shop and Basement Store Interior Elements (continued)

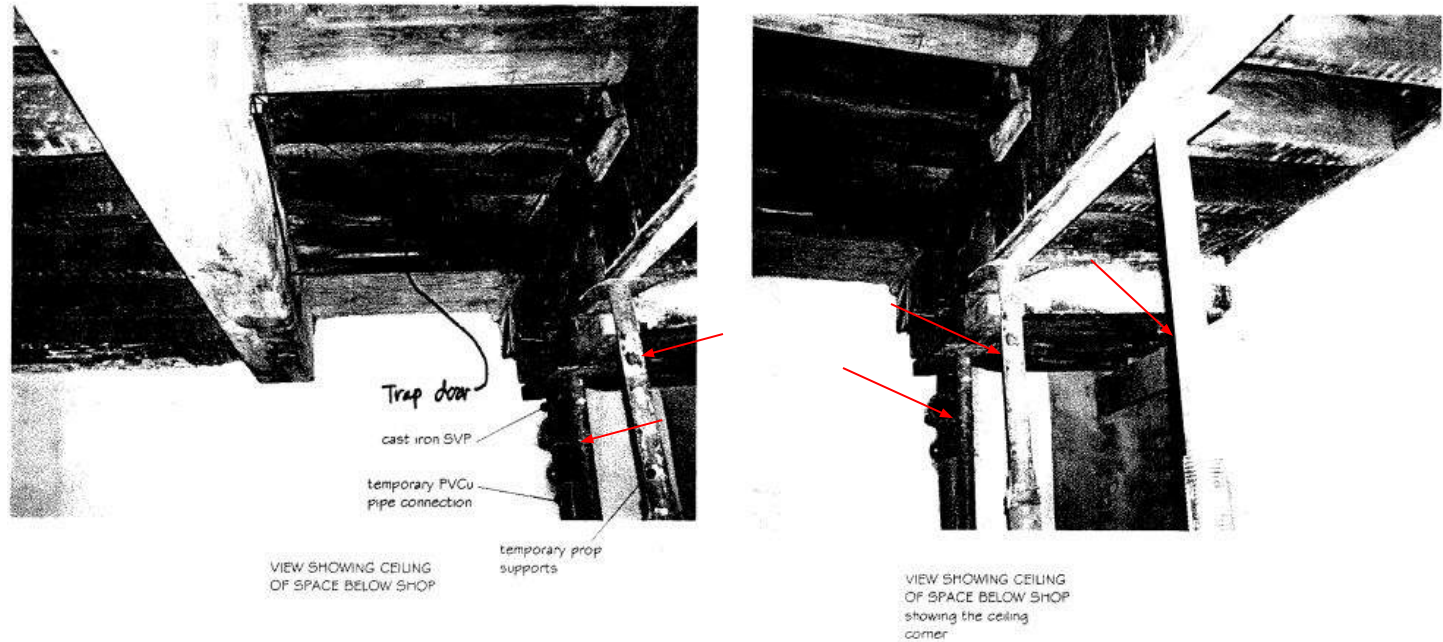


Figure 33. Annotated photographs submitted as part of previous listed building consent application no. 2004/1164/L. Red arrows point to temporary construction props being used.

6.0

Conclusion

- 6.1 The proposals have considered and been informed by the context and character of the heritage asset and its setting within the Bloomsbury Conservation Area and represent a comprehensive plan of refurbishment.
- 6.2 We conclude that the proposals to regularise minor alterations to the interior of the shop unit and basement accommodation do not cause any harm to the special interest of the listed building due to a combination of their minor impact, reversible nature, and the low significance of the affected areas.
- 6.3 The proposal to reinstate a sympathetically designed shopfront represents a beneficial enhancement to its appearance and overall the application will preserve the special architectural and historic interest of the listed building and the character and appearance of the Bloomsbury Conservation Area.
- 6.4 We determine the continued use of the ground floor premises as a newsagent/shop maintains its long-running use as a local shop and does not erode any patterns of use.
- 6.5 Thus, the aforementioned proposals are considered to comply with the requirements of Camden Council's Local Plan policies D1, D2, D3, D4 and TC5, and will preserve the special architectural and historic interest of the listed building and the character and appearance of the Bloomsbury Conservation Area.

References

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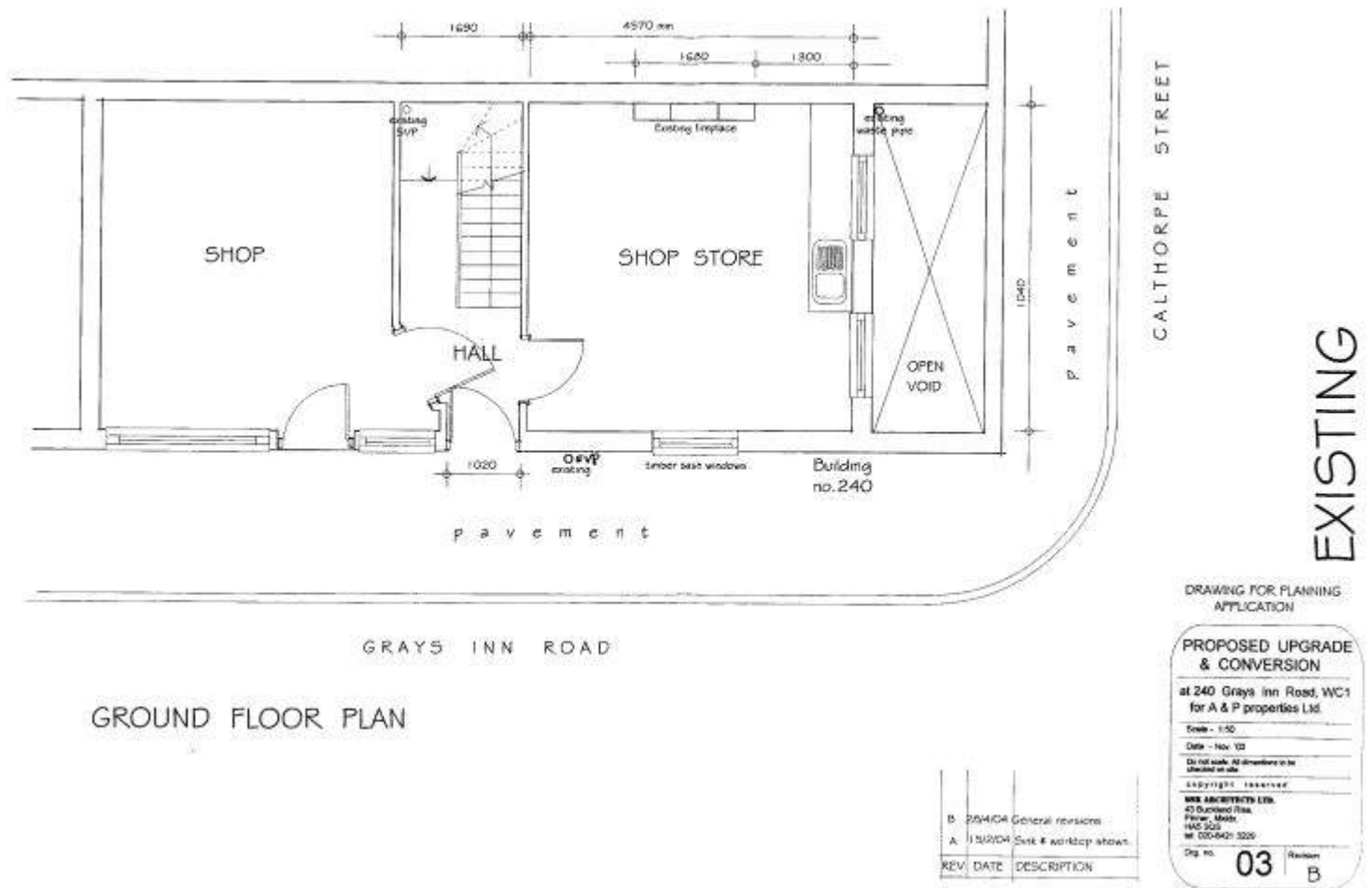
<https://www.cityoflondon.gov.uk/things-to-do/london-metropolitan-archives/the-collections/Pages/cubitt-estates.aspx> Accessed 3 March 2018

8.0

Appendix 1: Listing Details for 240 - 252 Gray's Inn Road

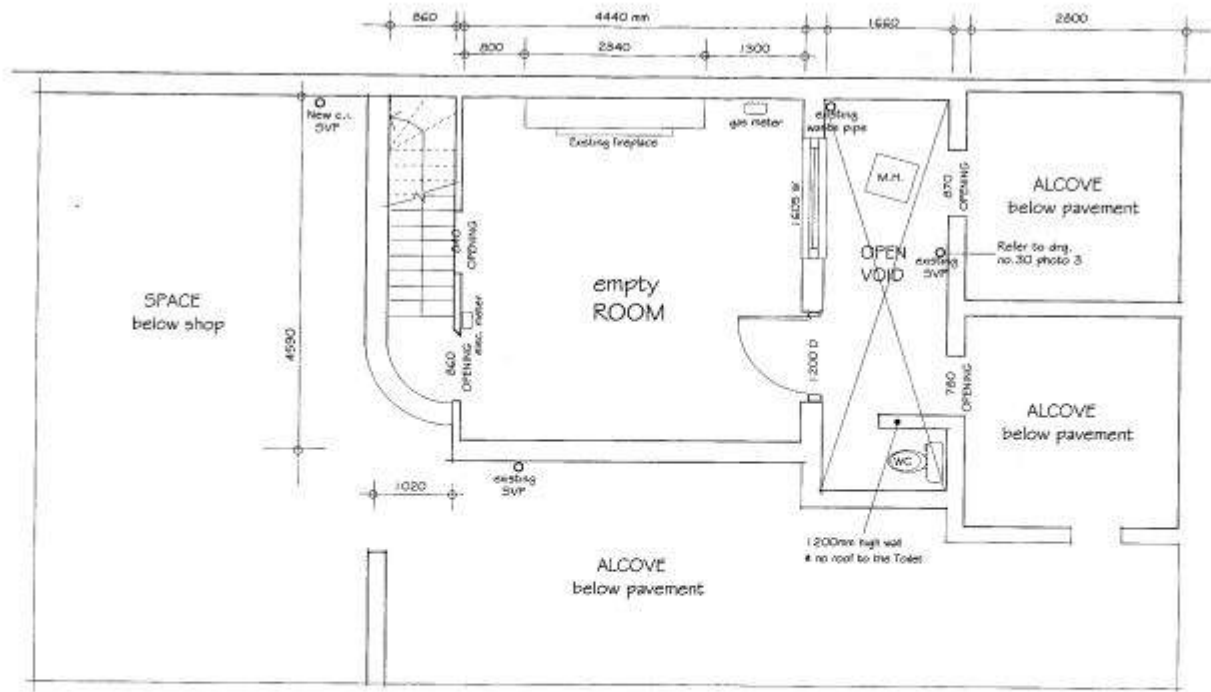
| Building No. | Listing Date | List Entry No. | Listing Details |
|-----------------------------|--------------|----------------|---|
| 240 | 14-May-1974 | 1113127 | TQ3082SE GRAY'S INN ROAD 798-1/96/650 (East side) 14/05/74 No.240 and attached railings GV II End of terrace house with later shop. c1821-6. Yellow stock brick, largely refaced. 4 storeys and basement. 3 windows and 2-window return forming part of the symmetrical frontage of Nos 1-21 Calthorpe Street (qv). Central round-arched doorway with radial fanlight and panelled door. To left, a later C19 shopfront, altered. To the right, a round-arched, recessed sash with pointed lights. Stucco 1st floor sill band. Upper floor sashes recessed with concrete lintels. Parapet. INTERIOR: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with urn finials to area on return. (Survey of London: Vol. XXIV, King's Cross Neighbourhood, Parish of St Pancras IV: London: -1952: 58 & 61). |
| 242 | 14-May-1974 | 1113128 | TQ3082SE GRAY'S INN ROAD 798-1/96/651 (East side) 14/05/74 No.242 GV II Terraced house and shop. Early C19. Yellow stock brick. Wooden shopfront with pilasters carrying entablature with inswept frieze and projecting cornice; bowed out over former shop window (now altered). Recessed, part glazed shop door. House doorway square-headed with fanlight and C20 panelled door. Gauged brick flat arches to recessed 4-pane sashes on upper floors. Parapet. INTERIOR: not inspected. |
| 244 | 14-May-1974 | 1113129 | TQ3082SE GRAY'S INN ROAD 798-1/96/652 (East side) 14/05/74 Nos.244-250 (Even) GV II Terrace of 4 houses with shops. Early C19. Yellow stock brick; Nos 246 & 248 refronted. 3 storeys and cellars. 2 windows each. No.244, early C19 wooden shopfront with arched centre window between half columns (originally fluted) with ornamented capitals carrying the remains of a simplified entablature (frieze rotted away and dilapidated cornice). Doorways with remains of pilasters; square-headed shop doorway with overlight and part glazed door; round-arched house doorway with fanlight and panelled door. No.246, mid C19 shopfront, altered; entablature with dentil cornice and right hand console. No.248, wooden shopfront, altered, with splayed shop window; patterned metal grille to fanlight of doorway. No.250, C20 shopfront. Upper floors with gauged brick flat arches (except No.246 with roughcast lintels) to recessed sashes, most with glazing bars; No.244 with cast-iron balconies to 1st floor windows. Parapets. INTERIORS: not inspected. (Survey of London: Vol. XXIV, King's Cross Neighbourhood, Parish of St Pancras IV: London: -1952: 58). |
| 246 | | | |
| 248 | | | |
| 250 | | | |
| 252 Calthorpe Arms PH | 14-May-1974 | 1113130 | TQ3082SE GRAY'S INN ROAD 798-1/96/653 (East side) 14/05/74 No.252 Calthorpe Arms Public House GV II End of terrace public house. Early C19. Yellow stock brick. 4 storeys and cellar. 2 windows and 3-window return to Wren Street, plus 2 and single storey, 4-window extension to Wren Street return. C20 wooden public house frontage with Corinthian pilasters carrying entablature with modillion cornice. Plain stucco 1st floor sill band. Gauged brick flat arches to recessed 2-pane sashes. Parapet. Extension with 1st floor 2-light bowed oriel window. INTERIOR: with early C20 grained bar counter and back. |

Existing Ground Floor Plan from previous Listed Building Consent Application no. 2004/1164/L



Appendix 3

Existing Basement Floor Plan from previous Listed Building Consent Application no. 2004/1164/L



BASEMENT FLOOR PLAN

| REV | DATE | DESCRIPTION |
|-----|----------|------------------------------|
| B | 20/10/04 | General revisions |
| A | 15/02/04 | Ext. door position corrected |

DRAWING FOR PLANNING APPLICATION

PROPOSED UPGRADE & CONVERSION

at 240 Grays Inn Road, WC1 for A & P properties Ltd.

Scale - 1:50

Date - Nov 12

Do not scale. All dimensions to be checked on site.

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Tel: 020-8421 3329

Dwg no: **02** Revision: **B**

Thank you for viewing our Heritage Statement.

If you have any queries or would like to discuss anything further with us please don't hesitate to get in contact. Our details can be found below.