



Centre Point Retail Unit 04:

Heritage Statement for Listed Building Consent Application

Proposal: Internally illuminated digital display menu sign positioned behind the glazing of restaurant within unit 04 facing St Giles High Street

Introduction

1. Richard Coleman Citydesigner ('the consultancy') has been commissioned by Rhubarb Food Design Ltd ('the applicant'), to prepare this Heritage Statement in support of an application for the installation of a digital screen to be used to display the menu of their new restaurant, VIVI, located at Centre Point Retail Unit 04. This statement should be read in conjunction with the Listed Building Consent application submitted by planning consultants Gerald Eve LLP and the drawings provided by SAY Architects.
2. The design of the digital display sign has been devised by SAY Architects, who also designed the internal fit-out of the restaurant, now implemented, as per the planning permission granted by the London Borough of Camden (LBC) on the 12th of June 2017 (REF: 2017/2402/L) ('the implemented consent').
3. The digital display sign will be installed inside the building next to the restaurant's entrance, which is located on the ground floor of Centre Point House, between Retail Units 02 and 05. The restaurant will be accessed from a newly created pedestrian square off St Giles High Street, currently under construction.
4. This Heritage Statement sets out: the heritage significance of the Grade II listed Centre Point House; a description of the proposed design of the digital display menu sign; a summary of relevant planning policy and guidance; and an assessment of the potential effect that its installation could have on the buildings' heritage significance.

Heritage significance of Centre Point House

5. Centre Point is a Grade II listed building. The Centre Point complex includes three listed elements: the tower, the link bridge, and Centre Point House (also known as East Block), where the proposed digital display sign will be installed.
6. The list entry description (List Entry Number: 1113172), which covers all three elements, was amended in April 2013 to provide greater clarity as to where the special interest of Centre Point lies, including interiors, which were not described under the original description of 1995, and to help inform the building's future management. As set out in the 'Reasons for Designation' in the list entry description, the significance of Centre Point lies in its architectural, planning and historic interests, as well as in its technological innovation.
7. Centre Point House is the north-south linear block that forms the eastern edge of the Centre Point complex adjacent to Ernshaw Street. It previously contained retail units at ground and mezzanine level and offices at first and first floor mezzanine level (accessed via the link bridge). An open level of plant is located above the lower element with a 6 storey residential block elevated on pilotis above this. The proposed digital display sign would be installed on the ground floor of Centre Point House and therefore the following analysis focuses on the significance of this part of the listed building.

8. The list entry makes special reference to Centre Point House as in the following extracts, where it is referred to as the East Block:

“EXTERIOR: [...] EAST BLOCK: former bank at N end with original frontage; shops along W elevation with later shop fronts (not of special interest), together with the entrance to the maisonettes. Utilitarian service bays on east elevation to Earnshaw St. South end of the block has a remodelled pub front at ground floor (not of special interest). Above is a 2-storey tier containing offices. This is of equal height to the link and is accentuated by a pre-cast concrete brise-soleil to E and W elevations forming a staggered rectangular pattern in front of the recessed windows (the S end is glazed). [...]”

“INTERIORS: the majority of the office, retail and residential interiors lack special interest. The following are of note, however: [...] EAST BLOCK: the former bank has a mosaic floor matching those of the tower lobby and link. Mezzanine level has a glazed timber balustrade, similar to that of link, supported on concrete piers clad in grey mosaic tiles. On the stair wall is an openwork sculptural metal relief by Jupp Dernbach-Mayen depicting banking motifs, currently (2012) in storage pending conservation work; on wall behind is a decorative panel of red and gold mosaic tiles on a grey tile background. The pub, shops, offices at intermediary level, and maisonettes above, are without internal features of note and lack special interest. [...]”

9. The list entry description lists the key elements of the significance of Centre Point House and, in addition to the limited internal features of special interest listed in the description, an on-site visual survey by the consultancy considers the below features to also be of significance to the listed building, relevant to Retail Unit 04:

- The sculptural internal piers revealing the structure of the building. Removal of mezzanine floors and internal partitions underway as part of the existing consent now reveal the full sculptural attributes of the piers;
- The relationship in massing and horizontality of the lower part of Centre Point House to the link bridge and the tower.

The proposed design of the digital display menu sign

10. The total dimensions of the sign are 1,500mm wide by 1,227mm tall and 100mm deep. It will include four 19" LCD display screens and one 43" LCD display screen, all arranged in portrait orientation within a housing of folded aluminium construction, finished in a golden coloured powder coating. The top of the housing will have back-lit opal acrylic behind a laser cut-out of the restaurant's logo, reading "VIVI" (see figure 1).
11. The sign will be positioned within the entrance lobby, to the right-hand side of the restaurant's door, supported by aluminium profiles attached to the floor and a beam above, at a height of 900mm from the floor to its underside and 2,780mm from its top to the beam. It will be located behind the façade's glazing, at a distance of 775mm.
12. The screens will display advertising material and the restaurant's menu. The luminance (brightness) of the screens is specified as 450 cd/m². For more details of the proposed design please refer to SAY Architect's drawings.

Summary of relevant planning policy and guidance

13. Centre Point is a Grade II listed building and is located within the Denmark Street Conservation Area. Statutory policy on designated heritage assets is derived from the Planning (Listed Buildings and Conservation Areas) Act, 1990, and set out in detail in the National Planning Policy Framework (NPPF), 2018.
14. Section 66 of the Planning (Listed Buildings and Conservation Areas) Act, 1990, states that: *'In considering whether to grant planning permission for development that affects a listed building or its setting, the local planning authority must have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.'*
15. Paragraph 189 of the NPPF states 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 assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. [...]'*.
16. Paragraphs 193 and 194 go on to state that *'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 (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. [...]'*.

Assessment of effects on the heritage significance of Centre Point House

17. The implemented listed building consent (ref: 2017/2402/L) for the fit-out of the restaurant included the full design of the reception lobby. The proposed digital display sign will be attached to new flooring and to an existing beam above, which is original fabric. This will, however, have no effect on the heritage significance of the listed building.
18. The proposed digital display sign is of high design quality and finish, adding to the elegance of the new reception lobby, in line with the high end fit-out of the restaurant as a whole. Its location is appropriate, at 775mm distance from the inside of the glazed façade, as it will display the menu of the restaurant, which customers will be able to see from outside through the glazed façade. It will not deteriorate the ability to appreciate the elevational architecture of Centre Point House.
19. Its level of brightness will not adversely affect the overall exterior appearance of the building. Indeed, it will be a small addition to the overall brightness of lights within the restaurant lobby and the next-door restaurant within Retail Unit 05.
20. After careful consideration of the proposal, it is therefore concluded that the installation of the digital display menu sign will not adversely affect the elements of special architectural value that contribute to the heritage significance of Centre Point House, as stated in paragraph 9. There is therefore no harm to the heritage significance, or the ability to appreciate the listed building in compliance with the policies of the NPPF.

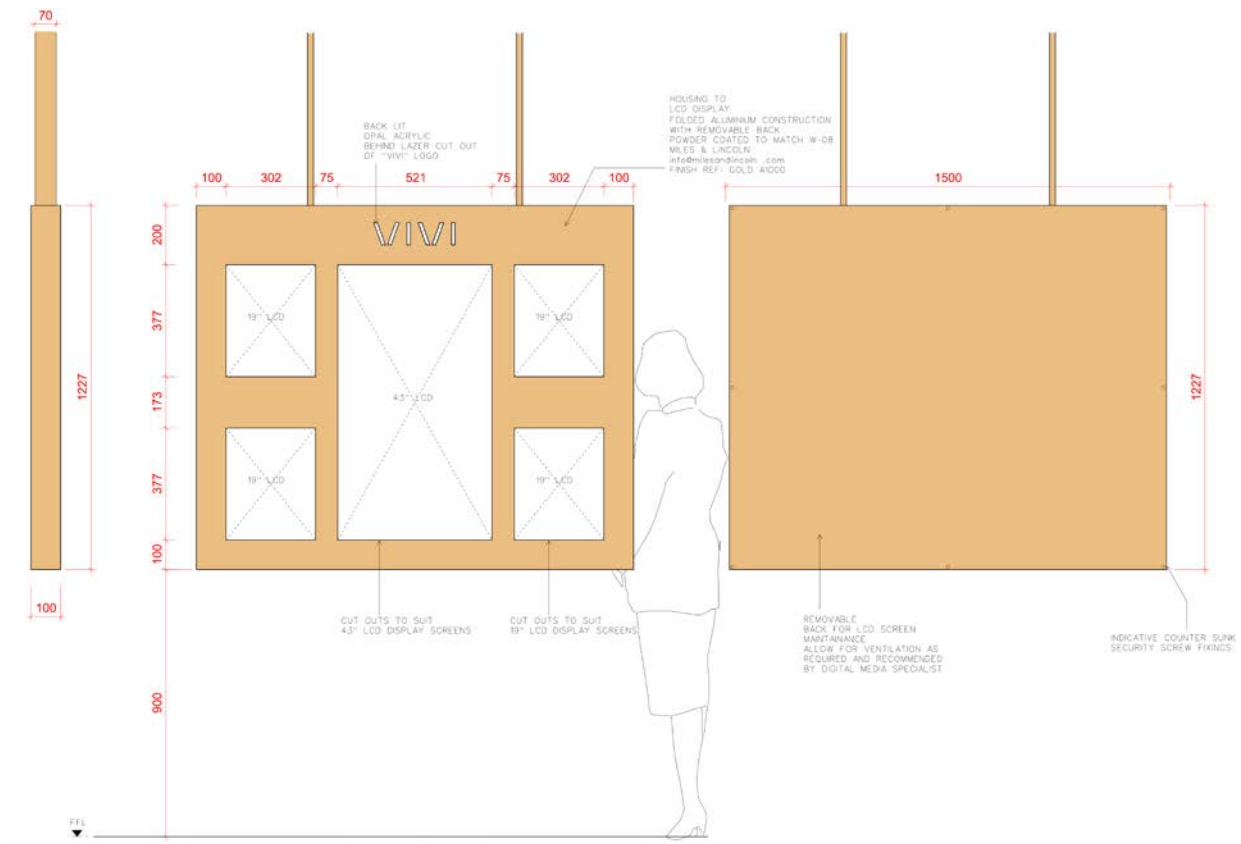


Figure 1: design and dimensions of the proposed digital display menu sign.

Richard Coleman

Principal
Citydesigner

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