

Chan, Mark

From: Owen Ward
Sent: 03 October 2020 14:49
To: Chan, Mark
Subject: 171 TCR: New Shopfront
Attachments: Screen Shot 2020-10-03 at 13.31.11.png; Screen Shot 2020-10-03 at 13.30.59.png

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Dear Mr Chan,

I am emailing to give comments on the application to alter the shopfront at 171 Tottenham Court Road, 2020/2889/P, on behalf of the Bloomsbury CAAC.

Overall we are supportive of this application as the current frontage is very poor. The proposed is a great improvement. I would just like to offer a few comments to improve the shopfront.

It is preferable to avoid large uninterrupted glazing, as it creates a void at street level and fails to offer visual 'support' to the upper levels, and large glazing is generally inappropriate in a CA. For this reason I would recommend that the columns behind the glazing are brought forward to form part of the shop frontage itself, and widened to match the gaps between the windows on the upper floors. The outer columns, currently integrated with the fascia, should form their own elements as columns in their own right (like those in the centre) and also be brought into line with the upper floors' horizontal separations. This will help to relate the shopfront to the building as a whole, enhance the building itself and the CA.

It would also be preferable to have something along the lines of a 'stall riser' at ground level to help the building relate to the street more appropriately, but this is less important as the building is itself more modern.

I would also point out that internally-lit projecting signs are generally thought to be inappropriate in a CA, so it would be more appropriate for the sign to have lights 'projecting' onto the sign itself, as is common practice in our CAs.

Yours,
Owen Ward
BCAAC
www.bloomsburylives.co.uk