



Heritage Potential secured various permissions to rejuvenate an attractive Grade II listed corner shop on Tavistock Street

The project aimed to enhance a mid-19th century commercial unit at the ground floor and basement, which will be re-occupied by a convenience store operator within Westminster's Theatre District.

The proposals included new signage, shopfront alterations such as security grilles, and the reintroduction of a ramped corner entrance, as well as revisions to the internal layout. The changes were designed to support a viable long-term operator and remove vacancy by improving accessibility, enhancing trading space and increasing greater street presence.

Archival research confirmed that a corner entrance existed through the early 20th century when the ground floor was a public house. Following an on-site pre-application meeting with the conservation officer, we were also able to confirm that the shopfront was unoriginal and that the internal areas had relatively low heritage significance. Further opening up works revealed that the joists behind the corner entrance had been heavily altered, further supporting the case it once served as the main entrance.

The pre-application process was followed by robust submissions for Planning Permission, Listed Building and Advertisement Consent, supported by a detailed Planning, Heritage, Design and Access Statement prepared by Heritage Potential.

Thorough initial research and the pre-application engagement culminated in a robust justification for the client's requirements, which was crucial to reoccupying the unit in a timely manner. It helped to ensure that the scheme was sensitive to the listed building and the conservation area. All three permissions were granted before the 8-week determination deadline in line with the client's preferred arrangement.

The final result will enhance the character of the street scene through historically informed and sympathetic commercial design. It will also allow this prominent corner unit to once again contribute to the vitality of the Theatre District.