

Heritage Statement

SITE ADDRESS: 29 Carnaby Street, London W1F 7DH

APPLICANT: Daniel Grey
War Paint for Men
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AGENT: Natalie Marsh
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INTRODUCTION:

This heritage statement has been prepared in support of an application for permission to change front façade of 29 Carnaby Street, as well as refurbishing it's interior ground floor shop. The property is one of a row of three Victorian properties within a Grade II listed block, 28, 28A & 29, that lies towards the end of the Westminster Conservation Area, in Soho.

HERITAGE:

The building may be Grade 2 listed however we believe the main point of interest is the very early 19th Century brick buildings with original windows of the flats above. The shop below has been refurbished many times and the original delapidated shop front was destroyed in the 1960's. No 29 became the notorious "Lady Jane" ladies clothing shop in 1966 where a huge glass box front window and left hand door, allowed ladies to prance in the window. Designers at the time said *"The shop was one of the new wave of fashionable boutiques that were revitalising Carnaby Street which before the early 1960s had been a down-at-heel area of mixed shops. Lady Jane was on the site of a former dairy. It was described that the general Carnaby area in 1962 as follows: "People lived there, there was a dairy, a tobacconist, a newsagent – there was this little courtyard and everything... a proper village, though very run down."*

Therefore the front façade and interior are not of such historical interest, however the current timber façade is not original and War Paint should get approval for their plans.

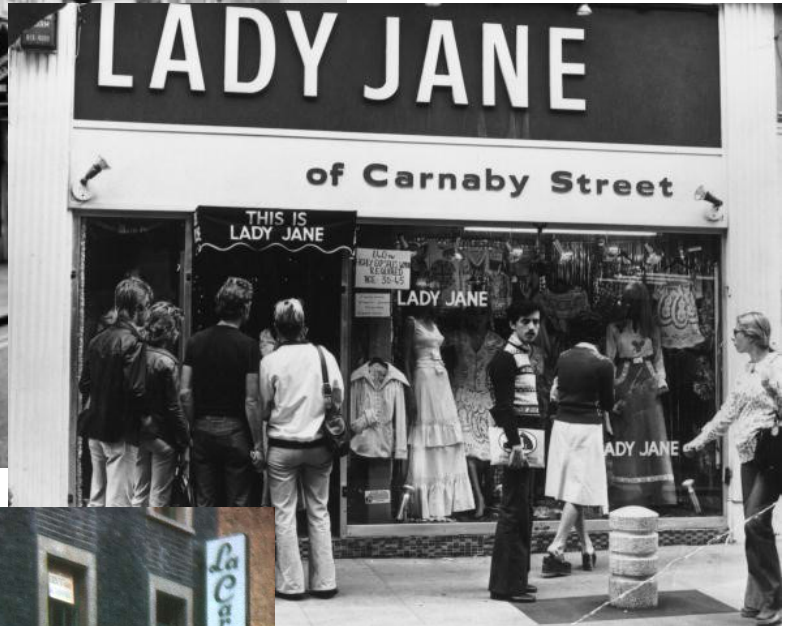
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Vyne Interiors Ltd. Company registration
no: 10412606

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HISTORY OF THE SHOP:



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CURRENT SHOP PHOTOS:



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