

Nominate a Heritage Asset

No.118 Cowley Road (formerly Lipton's Tea Shop)



1. WHAT IS IT? Is it one of the following?	Tick
a building or group of buildings	y
a monument or site (an area of archaeological remains or a structure other than a building)	
a place (e.g. a street, park, garden or natural space)	
a landscape (an area defined by visual features or character, e.g. a city centre, village, suburb or field system)	

2. WHY IS IT INTERESTING? Is it interesting in any of the following ways?	Tick / Rank
Historic interest – a well documented association with a person, event, episode of history, or local industry	y2
Archaeological interest – firm evidence of potential to reveal more about the human past through further study	
Architectural interest – an example of an architectural style, a building of particular use, a technique of building, or use of materials	y1
Artistic interest – It includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance	
What is it about the asset that provides this interest?	
Architectural interest: This small late 19 th century shop has a well preserved 19 ^h century shopfront with stall riser, recessed lobby entrance, engaged pilaster with consoles, a broad canted fascia with corncing and cast iron window surrounds with broom-handle pilasters and a decorated transom vent and brackets with cast iron flower motifs. Despite one extensive refit, the shop interior retains the original wooden cased shelving, tiling (partly covered by later paint) and marble	

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shelves designed to keep cold goods fresh in the days before refrigeration.

Historic interest: The former Lipton's Tea shop was developed as a ground floor extension to an older mid 19th century cottage on Cowley Road as a purpose built commercial outlet for a national chain selling tea, as well as cakes and other groceries.

3. WHY IS IT LOCALLY VALUED? Is the interest of the asset valued locally for any of the following reasons?	Tick / Rank
Association: It connects us to people and events that shaped the identity or character of the area	y3
Illustration: It illustrates an aspect of the area's past that makes an important contribution to its identity or character	y2
Evidence: It is an important resource for understanding and learning about the area's history	
Aesthetics: It makes an important contribution to the positive look of the area either by design or fortuitously	y1
Communal: It is important to the identity, cohesion, spiritual life or memory of all or part of the community	
How is the asset locally valued as heritage?	
Aesthetics: The well-preserved shopfront makes an important contribution to the character of Cowley Road as a Victorian commercial centre with detailed historic frontages, including decorative elements designed to contribute to the positive appearance of the street as a place to shop.	
Association and Illustration: The building helps to illustrate the process of development of shops on Cowley Road as a second stage of development through the extension of buildings at ground floor level over their former garden spaces. The association with an historically important national brand provides evidence of the process of Cowley Road's commercial development, which was both through local enterprise and the investment of national corporations such as Lipton's (who owned over 500 shops by the late 1880s).	
4. WHAT MAKES ITS LOCAL SIGNIFICANCE SPECIAL? Do any of the following features make the heritage significance of the asset stand out above the surrounding environment?	Tick
Age ... Is it particularly old, or of a date that is significant to the local area?	y2
Rarity ... Is it unusual in the area or a rare survival of something that was once common?	y3
Integrity ... Is it largely complete or in a near to original condition?	y2
Group value ... Is it part of a group that have a close historic, aesthetic or communal association?	
Oxford's identity ... Is it important to the identity or character of the city or a particular part of it?	y1
Other ... Is there another way you think it has special local value?	
How does this contribute to its value?	
Age, Integrity and Oxford's identity: No. 118 Cowley Road provides the best example of a late 19 th century shopfront and interior on Cowley with potential for enhancement through repair and maintenance and stripping away some of the unfortunate alterations that occurred in the 20 th century. As such it makes an important contribution to the character and identity of Cowley Road as the commercial heart of the Victorian East Oxford Suburb.	
Rarity: The vast majority of the historic shopfronts along Cowley Road have been significantly altered from the earliest form, making No. 118 a rare survival, whilst the surviving remains of its 19 th century interior appear to be unique on Cowley Road.	