



43 CHARLOTTE STREET

W1T 1RS

DESIGN AND ACCESS STATEMENT

DA BUREAU



PARKSIDE REAM

- + EXECUTIVE STATEMENT
- + BUILDING
- + CONTEXT
- + PROPOSAL
 - + USE
 - + DESIGN
 - + ACCESS
 - + PLANNING
- + SCOPE OF WORKS
 - + FACADE
 - + AWNING
 - + LIGHTING
 - + MECHANICAL
- + CONCLUSION

- + The Design and Access Statement covers details of the proposed façade alterations at ground floor level at 43 Charlotte Street W1T 1RS.
- + The design of the new façade is sympathetic to the existing streetscape and an upgrade from the existing.
- + The material use is simple, focused around earthy tones and materials such as concrete, powder coated aluminium, and glass.
- + The proposed design takes into consideration Camden Policy and the Conservation Area Audit.

- ✦ The existing façade at ground level of 43 Charlotte Street is wooden with glazing and openable windows. There is a recessed doorway, an extruded horizontal signage, a side hanging signage, signage floodlights and an awning.
- ✦ The existing façade and ancillary elements are proposed to be removed.
- ✦ The setting is within an office building, 43-45 Charlotte Street which is predominantly clad in terracotta coloured stonework with polished black / grey stone plinths.



+ View looking north on Charlotte Street (33-45 Charlotte Street).



+ View looking South on Charlotte Street (33-45 Charlotte Street)



- + Close-up photos of adjacent ground level facades showing diverse design and use of materials.



- + The proposal seeks to redevelop the façade of 43 Charlotte Street as part of a new restaurant owner taking over the existing lease.
- + The façade, signage, awning will be completely removed and a new glazing system will be installed. The signage, canopy and awning will be incorporated in a concrete extruded box at high level. No external lighting is proposed apart from the internal lighting in the signage for the name.
- + The proposed façade looks to incorporate a modern, subtle and sympathetic design within the context of Charlotte Street and especially within the context of 43-45 Charlotte Street.
- + The tones and materials proposed are already in use in various parts of the streetscape and will provide a refreshed image to the adjacent shopfronts.



EXISTING FAÇADE 43 CHARLOTTE STREET



PROPOSED FAÇADE 43 CHARLOTTE STREET

- ✦ The proposed façade simplifies the existing clutter between canopy, awning and signage and fits sympathetically both within the building 43-45 Charlotte Street and the existing context.



PROPOSED FAÇADE 43 CHARLOTTE STREET

- + The existing use of the restaurant will be retained. The interior of the restaurant will be refreshed and the proposed new façade will compliment the interior and ethos of the restaurant operator.

- + The design of the new façade is sympathetic to the existing streetscape and an upgrade from the existing.
- + The material use is simple, focused around earthy tones and materials such as concrete, powder coated aluminium, and glass.



Existing elevation

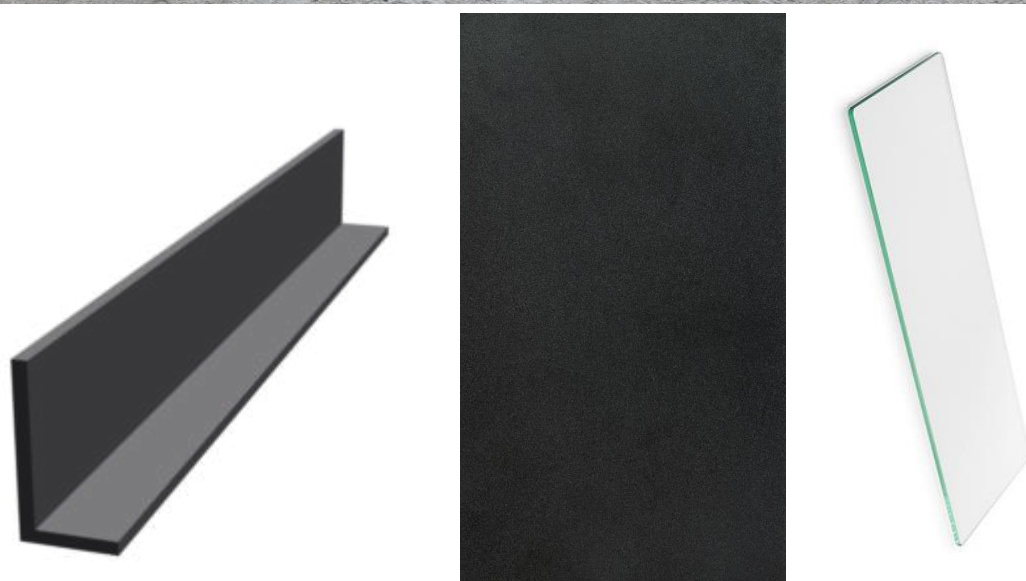
43



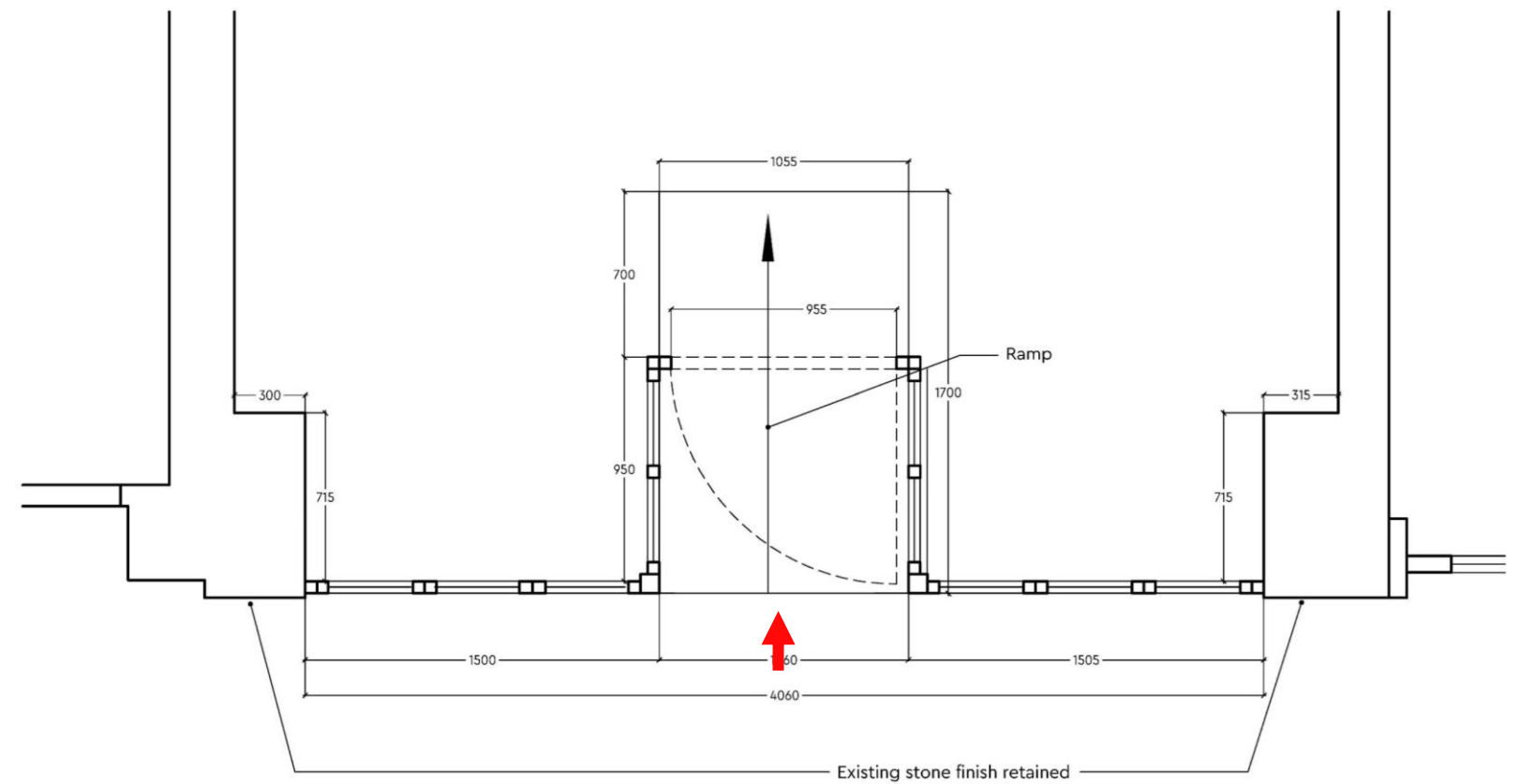
Proposed facade elevation

43

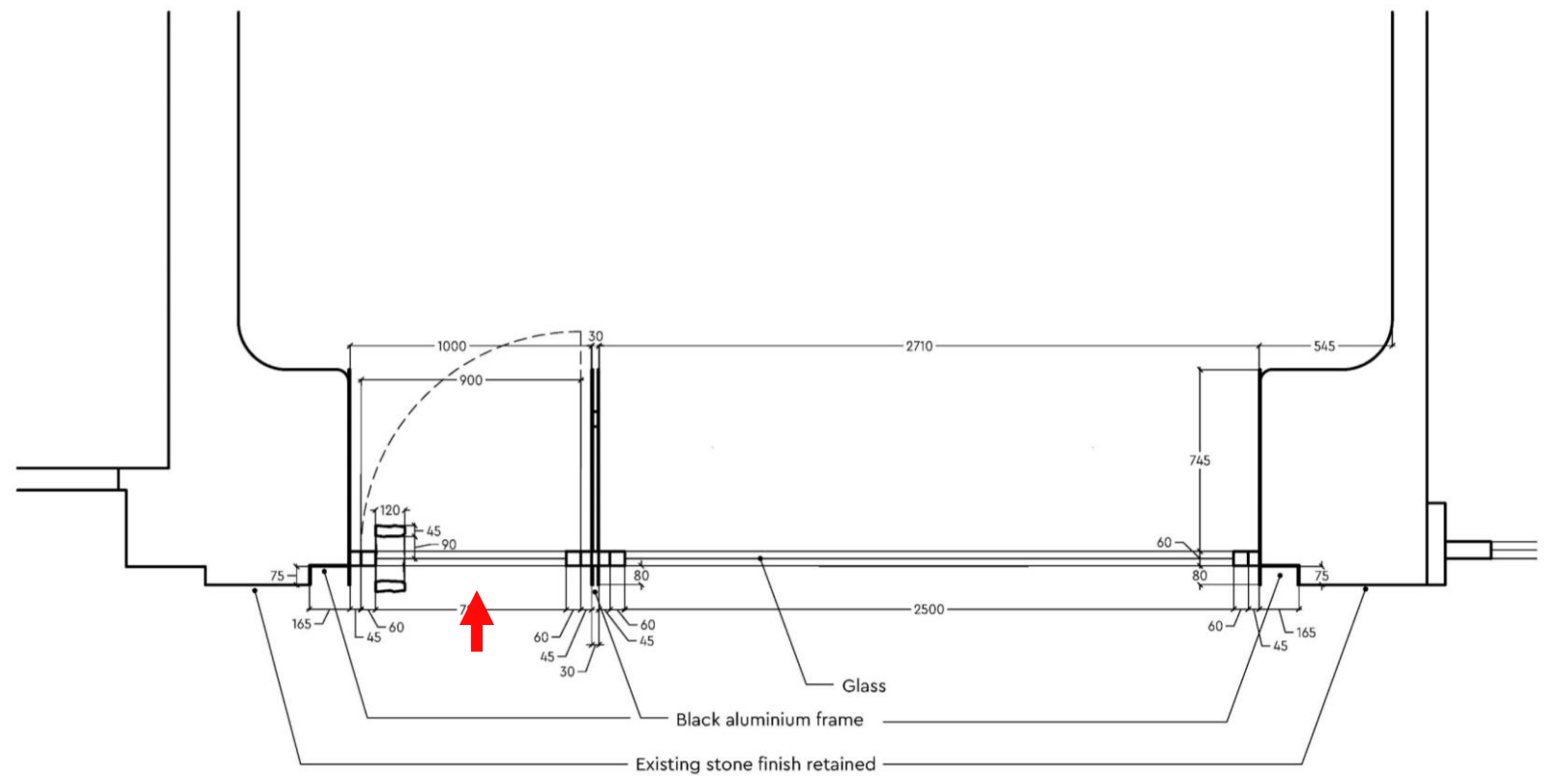
- + The proposed design is simple and utilizes materials that complement the streetscape and the building block known as 43-45 Charlotte Street.
- + A black anodized aluminium channel will frame the façade and the signage will be incorporated in a hollow concrete finished box.
- + The awning mechanism will sit snug below the signage to allow for clean lines when closed.



- + The existing access is via a single recessed entryway at ground floor level and this will be retained.
- + The location of the access will be moved to the left to allow for a different layout internally.



EXISTING ACCESS AT 43 CHARLOTTE STREET



PROPOSED ACCESS AT 43 CHARLOTTE STREET

- + The alteration and proposed design have been carefully thought-out against Camden Policies:
 - + Camden Local Plan
 - + Camden Planning Guidance: Design
 - + Camden Planning Guidance: Town Centres and Retail
 - + Charlotte Street Conservation Area appraisal and management strategy
- + The building known as 43-45 Charlotte Street is a secondary frontage and a positive building contributor according to the Conservation Area appraisal.

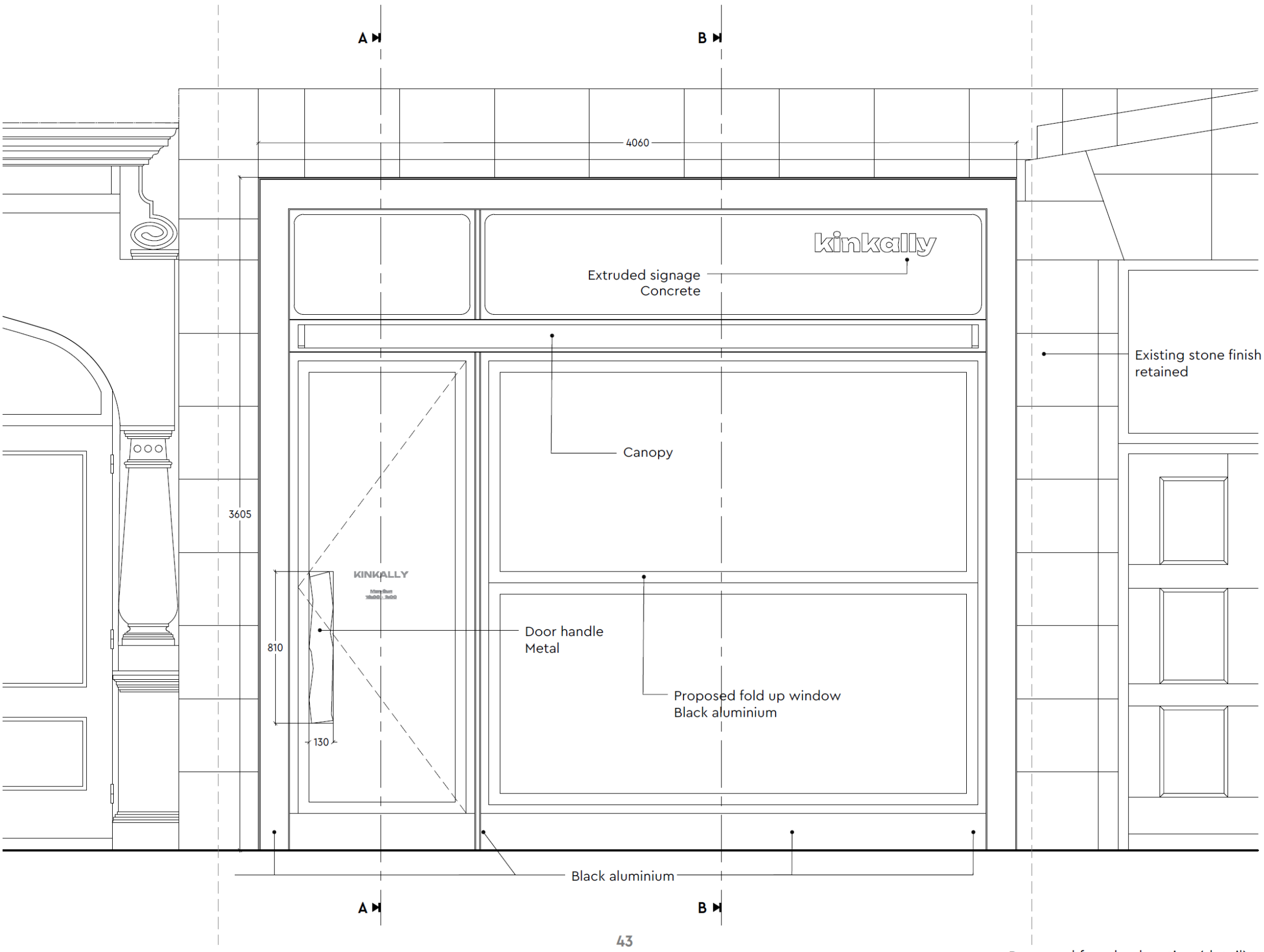


43 CHARLOTTE STREET



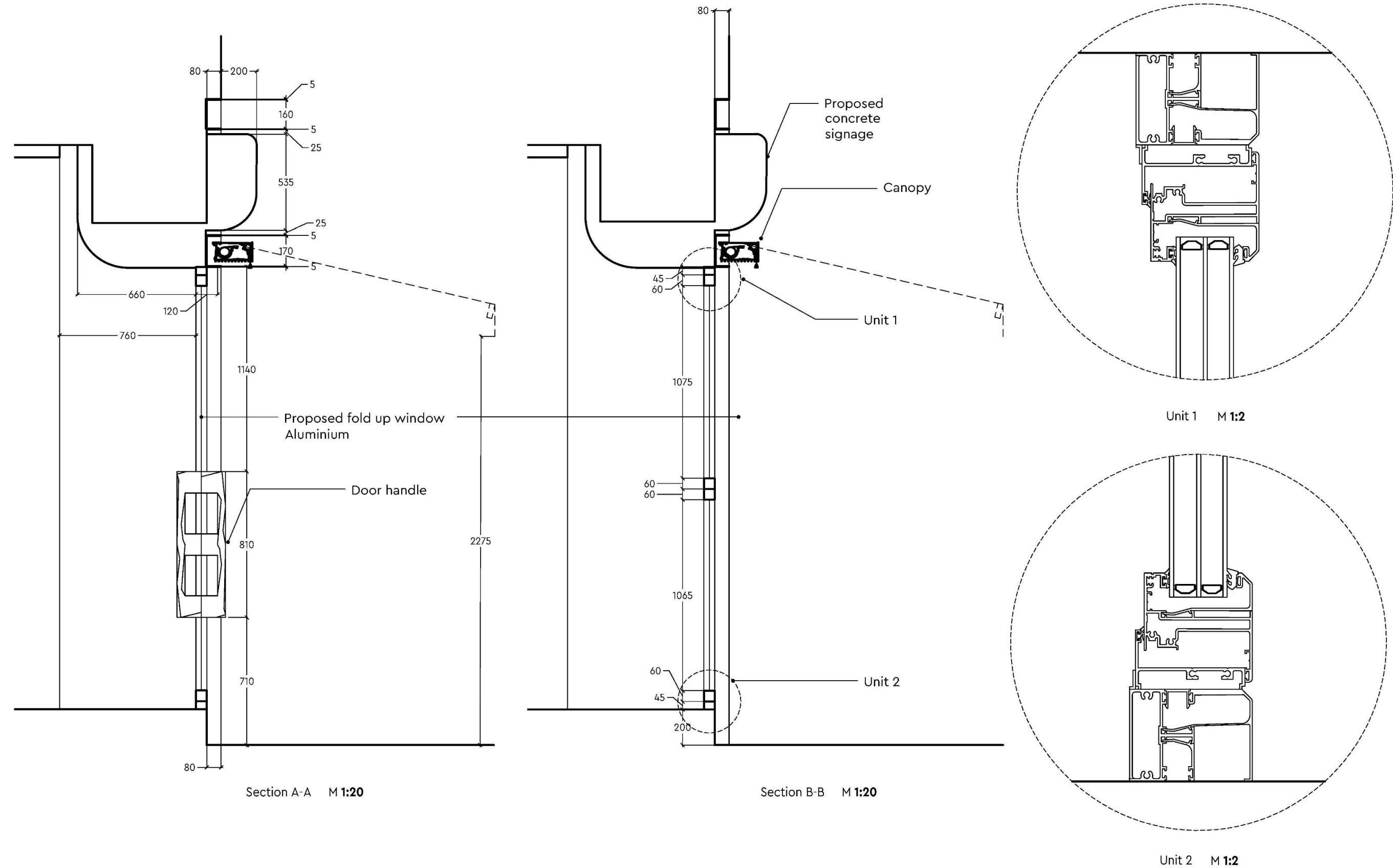
43 CHARLOTTE STREET

+ Details of the proposed façade and materials used.

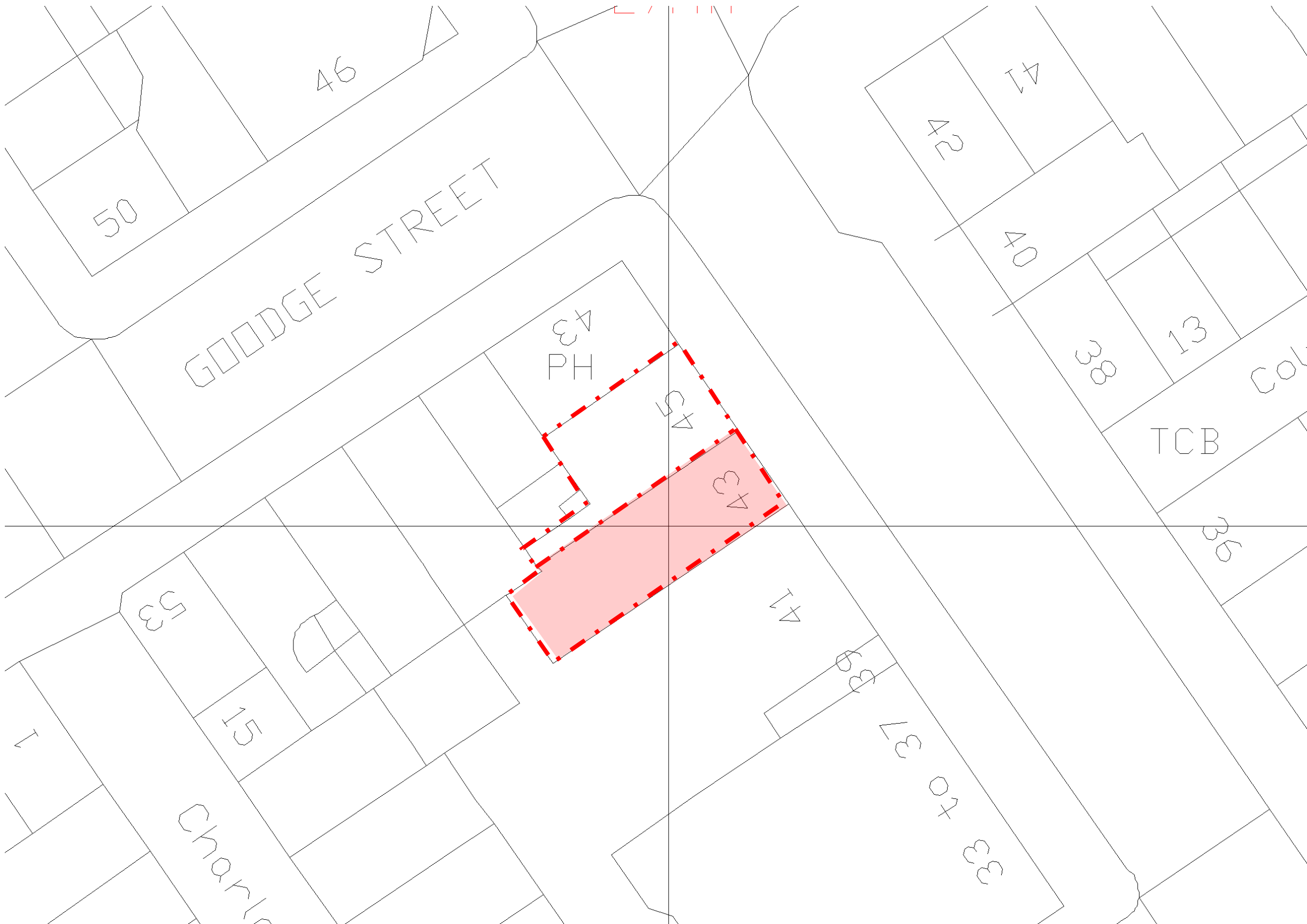


Proposed facade elevation (detail)

+ Detailed section through the façade showing the relationship of the signage, the awning and the pavement.



- + We look forward to working with Camden Council in delivering this proposed façade alteration that we believe will add value to existing townscape.



- 43-45 Charlotte Street
Freehold Interest
- 43 Charlotte Street
Planning Application
Demise



PARKSIDE REAM

PARKSIDE REAM LIMITED
WWW.PARKSIDE-REAM.COM
59 SOUTH AUDLEY STREET, W1K 2QN
info@parkside-ream.com

This Design and Access statement is intended to provide an overview of the proposed refurbishment and details on the proposed scope of works. The information contained in this statement is based on the current plans and proposals for the refurbishment, which are subject to change during the planning process.