

DESIGN AND ACCESS STAMENT

Title: 36 Charlotte Street – Shopfront Refurbishment

Address of Property: 36 Charlotte Street, Camden, London, W1T 2NJ

Client: Old School Barber Shop UK Ltd

Date: 07.04.2023

Introduction

Located in the vibrant heart of London's centre, the proposed refurbishment of the shopfront at 36 Charlotte Street in Camden seeks to enhance the existing retail and commercial character of the well-connected neighbourhood. The surrounding area consists of a diverse range of local shops and businesses contributing to the unique vibrancy of Charlotte Street. This proposal aims to create a design that respects the character of the neighbourhood while elevating the aesthetic appearance of the shopfront elevations through a holistic approach respecting Local Planning Policies.

Existing Shopfront

The existing shopfront comprises fascia, pilasters and walls finished in blue plaster and white and light cyan-grey walls. The existing unit entrance door and window are timber framed matching the fascia and pilaster blue colour finish (drawing no.2001). While the current shopfront has some traditional and attractive features, it does not meet the contemporary market needs and the updated Local Plan Policy D3 requirements.

Proposed Shopfront Refurbishment

Our proposed refurbishment of the shopfront involves the upgrading of the Colville Place side elevation, as well as the existing fascia, pilasters, and walls along main street shopfront at Charlotte Street. We are proposing the upgrade of the blue plaster finish with thermal façade plaster RAL7021, which has a dark grey colour and provides a more contemporary aesthetic that complements the quality of the original shopfront. Proposed fascia extensions and pilasters to match existing surface flashing and added details will be painted with Bronze Patterned modern colour finish "Novacolor-Ironic" as indicated in the proposed drawing no.2101.

The existing timber framed window will be retained and painted to match proposed walls in RAL7021. The door is proposed to be replaced with a contemporary metal framed RAL7021 glazed ripple effect door, with a secure doorknob lock.

In addition, the proposal aims to upgrade the Colville Place side elevation with a more holistic design. Three modern exterior bracket wall lights centred at the existing window insets and protected by proposed modern fencing along Colville Place aim to enhance visibility and provide safer environment for pedestrians.

Finally, we are aiming to provide a more uniform and pleasing frontage at Charlotte Street. Specifically, proposing a laser cut bronze metal (existing doorknob match) street numbering signage "36" above residential entrance door, "making good" for the residential neighbours above. This aims for a more aesthetically pleasing elevation and street frontage.

Frontage Materials and Signage

The tiles will be repainted with specialist treated colour matching the new dark grey RAL7021 of the refurbished shopfront while the existing fence to be repainted matching current colour. Meanwhile, the proposed contemporary entrance lighting sconce and signage elements will be metal framed RAL7021 while the fascia signage "Old School Barbershop" logo to be white painted for a better contrast as indicated on the proposed drawing no.2101.

Conclusion

Our proposal for the refurbishment of the shopfront at 36 Charlotte Street meets the requirements of Camden Local Plan Policy D3. It seeks to enhance the appearance of the frontage and entire building while respecting the character, architectural and historic merit of the surrounding area. We believe our design will contribute positively to the urban fabric of the area, improve community safety, and provide a more accessible and attractive shopping environment for residents and visitors alike.

Respectfully,

The Agent and Applicant