



Design and Access Statement

In support of Advertisement Consent for No.102 Drummond Street, NW1 2HN

Status: Planning

Revision: A

Issued: 23/08/2023

The proposal outlined within this application for consent to display an advertisement seeks to carry out signage improvements to the Drummond Street frontage of No. 102 Drummond Street.

This shopfront forms a part of Euston Town BID's shopfront scheme, which sits within wider regeneration proposals for the Drummond Street neighbourhood, funded through HS2's Business and Local Economy Fund.

About The Scheme

Drummond Street contributes to London's identity as a global multicultural city. It is home to a series of long-established businesses, a diverse community and is located on the doorstep of a major rail gateway into the capital.

The neighbourhood is facing significant challenges. HS2 construction works around Euston Station have displaced many customers and severed strategic connections and, recently businesses have been further implicated by lock-down restrictions imposed during the COVID-19 health crisis. High operating costs and fewer pedestrians accessing the area, exacerbate already challenging trading conditions for local businesses.

In 2019, Euston Town worked with Camden Council officers, local businesses, cultural institutions and residents on a vision document to kick-start the economic-, cultural- and social- renaissance of Drummond Street. The recognition of the high street as a key civic space, a cultural destination as well as an important employment provider led to a three-stage action plan, including a range of physical improvements to re-orientate Drummond Street towards the west and reinvigorate the high street. This will help to compensate for the severance of the street in the east, the result of HS2 construction works which are to continue for years to come. Funding has been secured through HS2's Business and Local Economy Fund and the Euston Town BID for implementation of the Stage 1 proposals. Jan Kattein Architects, a leading high street regeneration specialist, were appointed by Euston Town in June 2020 to deliver the scheme, including shopfront improvements for up to 20 businesses on Drummond Street.

Site Analysis

The high street features a mix of 3-storey Regency terraces to the east, a small number of other historic properties and modern 3-4 storey 1960-2000 developments to the west, with ground floor commercial units and residential flats above. There is a mix of traditional timber and contemporary aluminium shopfronts and signage of varying heights and quality, with fittings that often obscure original architectural features such as timber shopfronts and original pilasters. Many fascia signs

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have remained unchanged for many years, are visibly aged and in great need of upgrading; there have been recent additions of poor-quality projecting lightboxes on several properties, in front of external shutter boxes.

Design Approach

Our proposals aim to celebrate the diversity and individuality of the independent businesses that characterise Drummond Street, while at the same time restoring order, scale, proportion and materiality in keeping with the architecture and design intention of contemporary and historic buildings. Materials and finishes are designed to be high quality, but with straight-forward and non-specialist maintenance cycles. Some of the alterations and additions we are proposing are consistent throughout the entire proposal, and some are specific to a single shop.

Urban design works best when considered at multiple scales - the scale of the street as a whole and the scale at which the buildings are perceived by pedestrians at pavement level, both have an equal effect on the qualities of an area. Jan Kattein Architects have worked closely with individual business owners on designs for each property to ensure that designs meet both our strategic objectives, whilst also clearly expressing each shop's own identity at the intimate scale of each shopfront. Drummond Street is characterised by a number of independent, vibrant and diverse businesses, particularly specialist restaurants and shops that continue to serve local residents, office workers, commuters and a wider Asian community.

Shopfront Surrounds

Pilasters between shops define the rhythm of the terrace and frame shopfronts and signage. Many of the pilasters and rendered surrounds across the street are in poor condition, with multiple protruding fixtures and aged paintwork. Our façade strategy includes the re-instatement of the divisions between shops, cleaning and removing visual clutter from these surfaces and redecorating.

Signs

Signage significantly contributes to the vibrancy of the high street. The sign is the public face of the shop. It is essential and desirable that each sign is customised individually. The alignment, arrangement and materiality of the sign responds to the host building and is carefully conceived to integrate with its proportions and features, and the arrangement of signage on neighbouring properties. We are proposing to renew fascia signage in timber for traditional shopfronts where appropriate, allowing businesses to easily maintain, re-treat or if needed, re-paint to update branding. For contemporary and unconventional shopfronts, we have proposed signage that will be fixed or painted directly onto facade surfaces.

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Primary Signage

Main fascia signboards maintain a consistent height in relation to neighbouring properties and generally display only key information about the business (business names, street numbers and logos/icons), through lettering or graphics that are either painted or fret-cut. Elements of this (lettering or icons) will be illuminated through bespoke light fixtures, unique to each individual business.

Secondary Signage

In general, we are proposing that secondary information such as telephone numbers or services information, will be communicated through smaller painted lettering or cut out window vinyls. The style of these will vary, dependent on business types, shop branding and shopfront features, to maintain business identities and create unique designs bespoke to each business.

Projecting Signs

We are proposing to remove existing projecting signs, many of which are currently disused or in poor condition. Improvements to the primary signage will command significant visual attention, making each individual business stand out through other prominent features.

Lighting

Carefully considered lighting can animate a high street at night, allowing businesses to operate in evenings. Lighting strategies are customised for each individual business, with bespoke LED illuminations concealed above fascia signboards or neatly integrated within cut-out lettering and logos. These fixtures are designed to complement business branding, to illuminate signage in the evenings and generate visual interest. As well as catching the eye of the incidental visitor, our intention is to frame a public realm that feels like a bright and attractive place to visit in the evening. All lighting is designed to minimize glare and maximise energy efficiency.

Roller Shutters

A significant number of businesses on Drummond Street make use of external solid roller shutters, with protruding roller shutter boxes fitted below or behind fascia signage. These solid metal shutters act as blank canvas for tagging and graffiti and can encourage anti-social behaviour. The large shutter boxes associated also obscure original architectural features and create significant visual clutter distracting from signage and business branding. Wherever feasible, we propose to relocate shutters to the inside of the glass or remove them altogether. That way businesses can benefit from 24hr advertisement via their window display and provide a friendly and welcoming aspect on the high street.

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Shopfronts

Generally, shopfronts will not be replaced. We are proposing changes to a small number of properties, to repair and re-paint timber shopfronts, clean aluminium shopfronts, and tile stall-risers of a significant height in colours to suit business branding. Existing glazing will be replaced with safety glass for increased security, in instances where external shutters are to be removed.

Forecourts

A small number of forecourts are to be re-tiled, to replace poor-quality existing ground surface-cover. For private forecourts, existing external display furniture and access ramps will be replaced where feasible to improve accessibility and create a more organised, neater and more attractive outdoor trading area.

Sustainability statement

The sustainability strategy is split into three sections, Design, Construction and Use. This allows environmental impact to be considered at all project stages and throughout the entire life cycle of the shopfronts.

1. Design

During the investigation stage every element of the shopfronts was assessed individually. We identified elements for:

- a) retention where possible,
- b) repair or,
- c) replacement where unavoidable.

This strategy will ensure that construction waste is minimised and material resources are protected.

Stakeholder Engagement

An effective way to reduce construction waste is to extend the useful life of the shopfronts as far into the future as possible. Working closely with stakeholders throughout all stages of the design process ensures that:

- a) the design is fit for purpose and helps to promote the specific business;
- b) stakeholders take ownership of the design, its protection, maintenance and repair in the future.

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Lighting

A well-illuminated shopfront and signage advertises the shop at night, enlivens a street and enhances security. Poorly designed lighting causes glare and light pollution and wastes energy. Shopfront lighting will be designed to:

- a) use low energy fittings wherever possible;
- b) use specific task lighting rather than diffuse ambient lighting.

2. Construction

Local Procurement

Using a local contractor based within the borough will limit travel to and from the site.

Materials

Wherever possible renewable and locally sourced materials will be specified. All timber should be sourced from well-managed forests. All insulation products should be manufactured via non-ozone-depleting processes.

3. Use

Maintenance

Many contemporary construction products are classified as “maintenance free”. Maintenance free products such as acrylic shop signs and light boxes are attractive due to their low capital costs but are costly or impossible to repair once they have reached the end of their fixed design life expectancy. Often these products will need to be replaced at the end of their life creating additional construction waste. High quality and well-maintained timber fascias can last many years. Construction materials for these shopfronts will be selected according to the following criteria:

- a) high quality/extended life span;
- b) repairability.

After the expiry of the defects liability period, shop owners will be responsible for maintenance and upkeep. To ensure that maintenance is straight-forward, materials need to be simple and non-specialist so that they can be maintained by local craftsmen.

Accommodating Change

The high street is a living entity. Shop-uses change, branding changes, ownership changes and security requirements change. These factors manifest themselves in the shopfronts and have

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informed the current arrangements. A sustainable shopfront is one that can be customised to accommodate change. To provide for this, shopfronts will be designed:

- a) using low-tech construction methods that allow alteration, adaptation and adjustment by local craftsmen;
- b) using paints/finishes that are changeable so they can be customised with corporate colours;
- c) avoiding large constructional elements (internally illuminated sign boxes etc.) that are very specific to a particular business, in favour of more generic but customisable elements.

Access

It is desirable to maintain or improve disabled access where it is feasible to do so. Changes to shopfront entrances will:

- a) maintain existing access thresholds;
- b) maintain level access or
- c) improve existing ramp access.

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