

A detailed architectural sketch of a building facade, likely a cafe or small business. The sketch shows a large glass window with a dark frame, a small outdoor table and chairs, and a small tree or plant. The drawing is done in a loose, sketchy style with light colors and dark outlines.

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 signage alterations at ground floor level at 43 Charlotte Street W1T 1RS.
- + The design of the new signage 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 fascia at ground level of 43 Charlotte Street is plastic extruded horizontal signage, a side hanging signage, signage floodlights and an awning.
- + The existing side hanging signage, signage floodlights and an awning 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 fascia of 43 Charlotte Street as part of a new restaurant owner taking over the existing lease.
- + The signage, awning will be completely removed. 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 fascia 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.



- + The proposed fascia 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

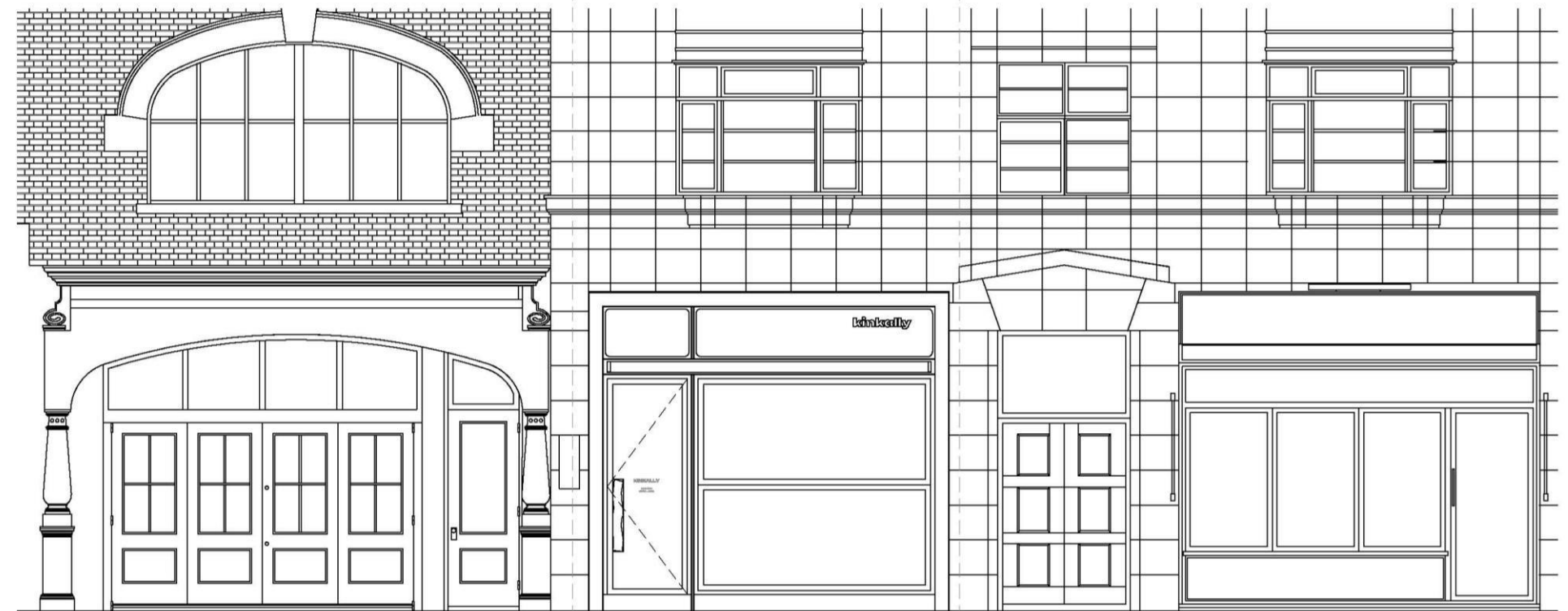
- + The existing use of the restaurant will be retained. The interior of the restaurant will be refreshed and the proposed new façade will compliment the interior and ethos of the restaurant operator.

- + The design of the new fascia 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 and powder coated aluminium.



Existing elevation

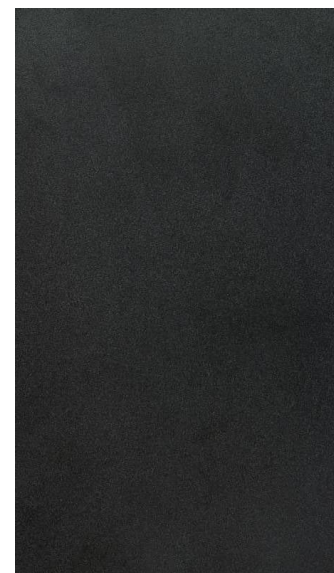
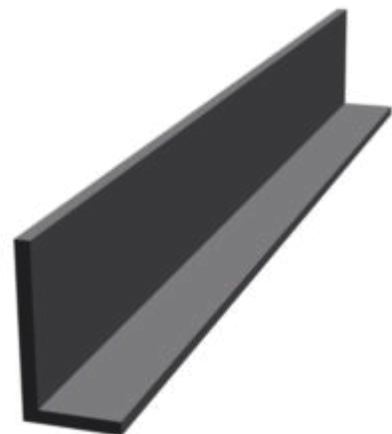
43



Proposed facade elevation

43

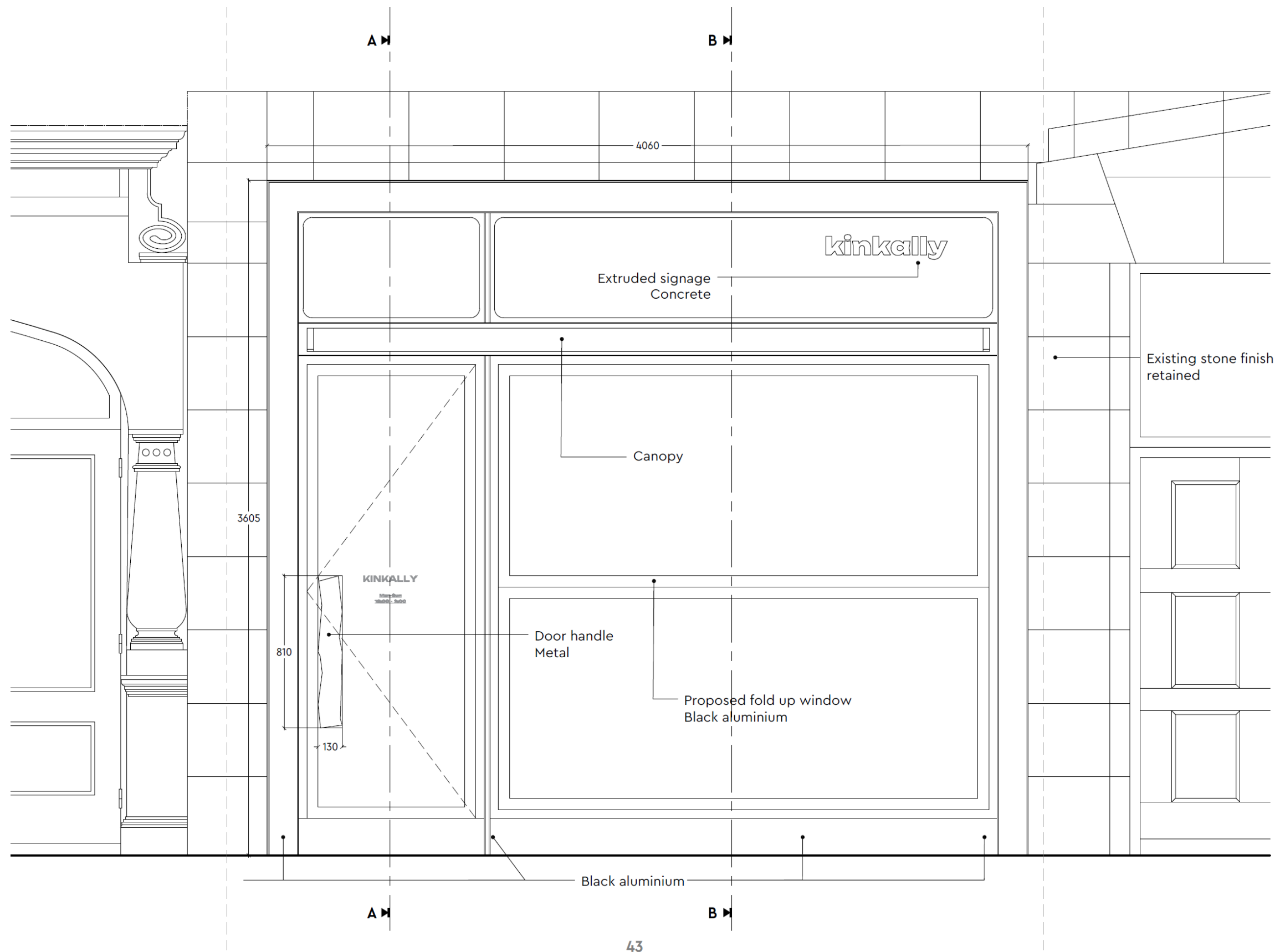
- + The proposed design is simple and utilizes materials that complement the streetscape and the building block known as 43-45 Charlotte Street.
- + A black anodized aluminium channel will frame the fascia and the signage will be incorporated in a hollow concrete finished box.
- +



- + 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.

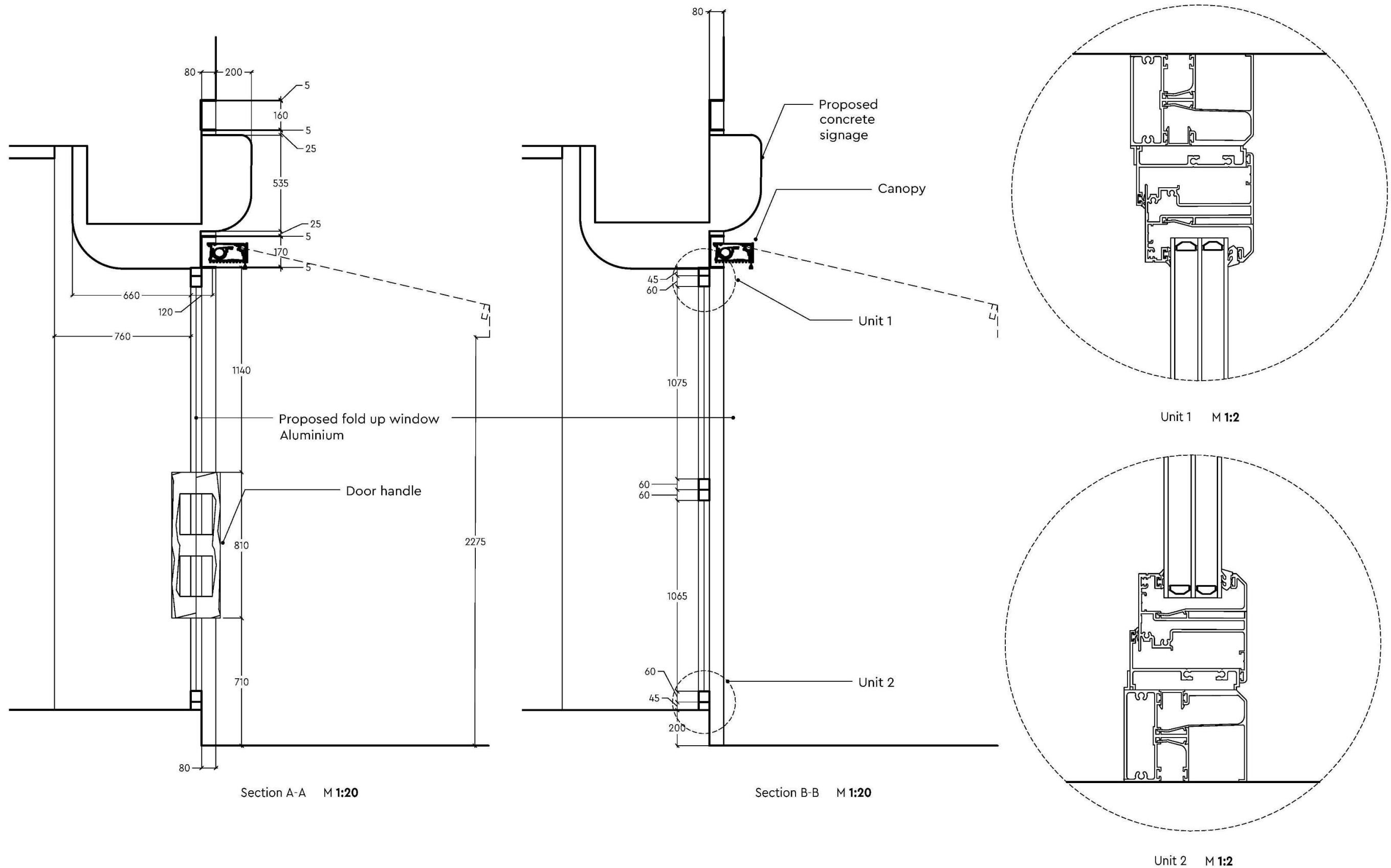


+ Details of the proposed fascia and materials used.



Proposed facade elevation (detail) M

+ 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.