

Design and Access Statement



BYREDO
25 Monmouth Street
London
WC2H 9DD

1. Introduction

This Design and Access Statement supports the application for Full Planning Permission for the alteration of the Shopfronts facing Monmouth Street and Neal's Yard.

This report has been prepared on behalf of Byredo who have appointed Gregori Chiarotti Projects to obtain the relevant statutory approvals.

This Design and Access Statement forms part of the package of documents prepared to support this application and should be read in conjunction with the supporting drawings provided with the submission.

2. Site

The building is located in the Seven Dials Conservation Area in the London Borough of Camden. It is not a listed building.

25 Monmouth Street is a four-story building, including a fourth-floor mansard, and two bays in width with a brick stock brick façade and rear elevation. Basement and Ground floor are designated for commercial activities and upper levels are residential.

It sits on the north-east side of Monmouth Street with access to both Monmouth St. to the west and Neal's Yard to the east.

The commercial property has never been changed since the early 1980's so the shopfront has remained mostly unaltered since then.

Both façades have a single stepped access that will remain unaltered with the new proposal.

Monmouth Street Façade is currently a timber façade colored in blue with a single entrance to the store. It has a backlit logo on the wooden fascia. Quite a large section of the top part of the shopwindow is blocked off by a metal plate and an external shutter box. On the north side of the façade there is quite a large top lit projecting sign. Since the store does not have access to the rooftop to provide refresh air to the unit the façade has small anti-aesthetical grills on the windows and timber stall riser.

Neal's Yard façade is currently a timber façade on no particular historical value colored in blue with a single entrance. There is a large roller shutter box that occupies the entire width of the building and to which a back lit logo is fixed. There is another access door on this façade that allows access to the residential properties above the store.

3. Proposal

The application proposes to alter the n. 2 shopfront façades of the store located on the ground floor of the building.

Monmouth Street Façade:

The existing external roller shutter, shutter guides and the metal plate above it will be removed in order to bring the entire shopwindow back to view. One-quarter of its height will no longer be hidden behind the roller shutter and metal plate. The timber frame will remain unaltered and will be painted a light grey color which is much more in tone with the colors of the surrounding properties. The gold coloured back lit fascia logo will be replaced with a matt black back lit logo. The big 650 x 800 mm top lit projecting sign will be replaced with a smaller 400 x 400 mm more elegant projecting sign with a single black back-lit letter on a light grey aluminum base. Since the shop does not have access to the roof area for supply and return air for the AC system, we have no other choice than to have return and supply air at the façade. We will remove the anti-aesthetical grills that there are currently on the shopfront and replace them with a wooden louvre painted the same color as the façade above the entrance door and n. 2 decorative metal grills will be installed in the decorative frames of the timber stall riser. There are many examples of these type of air supply and extract solutions on the facades all along Monmouth Street and in the Seven Dials Conservation area.

Neal's Yard Façade:

The existing external roller shutter, shutter guides and timber shopfront will be removed. New timber fascia will be installed on the storefront line similar to the fascia on the Monmouth St. façade. The timber fascia will have the same height as the current shutter box in order to maintain the current façade proportions. The gold coloured back lit fascia logo will be replaced with a matt black back lit logo. The existing timber shopfront will be removed and replaced with timber frame folding/sliding glazed doors. There are numerous examples of other stores facing Neils Yard that have this type of shopfront with traditional timber fascia and folding timber doors. See photorender drawing 2310-5000 here attached showing neighboring properties with this type of shopfront. The entire shopfront will be painted light grey.

No structural alterations are requested in this proposal.

5. Access

Due to the construction of the property, it is not possible to eliminate the stepped access from the street on both façades. Due to pavement rights and general streetscape, installation of external ramps is not viable. Mobile ramps could eventually be used to access the store.

Access widths will not be altered on Monmouth Street and access will become wider on Neil's Yard.