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La Bottega del Caffé
245 Tottenham Court Road

Design and Access Statement

Brief

New external signage and interior fit out to A1 retail unit.

Location



245 Tottenham Court road is a ground floor retail unit, a part of a large 1960s concrete framed building (numbers 237-249) located on the east side of this major arterial road approximately 200m from Tottenham Court Road underground station.

The site is not in a conservation area.

Relevant Policy

LDF Core Strategy and Development Policies
Camden Planning Guidance 2006

- CS1 (Distribution of growth),
- CS5 (Managing the impact of growth and development),
- CS14 (Promoting high quality places and conserving our heritage),
- DP24 (securing high quality design),
- DP26 (Managing the impact of development on occupiers and neighbours)
- DP30 (Shopfronts).

Assessment

The retail unit was previously an electronics shop which had an illuminated perspex fascia display as well as a projecting illuminated sign over the doorway. The unit was abandoned following the bankruptcy of the previous tenant and the perspex signage removed leaving an unsightly view of the inside of the illuminated sign.

The shopfront retains the original aluminium and glass shop windows and entrance doorway with a black granite clad column to the right hand side of the door.

Proposals



The granite cladding to the column is to be retained and the aluminium window frames cleaned and painted in grey RAL 7039. A new illuminated fascia sign is to be installed. This will be in dark brown Pantone 7533 PC reverse screen printed float glass with back-lit translucent white lettering.

An internally illuminated projecting sign is also proposed, this has reverse screen printed float glass with back-lit translucent white lettering and details. The proposed projecting sign is at the same level as the main fascia.

Internal modifications to the unit provide a display counter for food and the service of coffee together with a food preparation area and adequate on site storage for waste. An accessible WC and secondary WC are provided.

An advertisement consent application for the illuminated signage is being made in parallel with this application.

Access

Existing access into the unit is restricted by the structural floor slab which necessitates a step up from street level. An access ramp is to be stored on site and a call bell installed adjacent to the entrance.