DESIGN AND ACCESS STATEMENT FOR 'DIESEL' at 43 EARLHAM STREET, COVENT GARDEN

February 2012

Interior refurbishment of existing Diesel store

Background

The property comprises of four stories with retail on basement, ground and first floors. The Second floor is a separate residential space. The unit has one main entrance on the corner junction of Neal Street and Earlham Street. A secondary on grade entrance is located in Cucumber Alley.

A fire escape from the Diesel store and an entrance to the second floor property (25a Neal Street) are located on the Neal Street elevation.

The building is Grade II listed and is in a prominent location within the Seven Dials conservation area.

Philosophy and Approach

The overall intention of the interior alterations is to provide a new retail space invoking the current "Diesel image".

The refurbishment of the interior will compliment the proposed changes to the exterior. See planning application references referring to the exterior alterations at the bottom of the design and access statement,.

There are no structural alterations and the only removals will be modern plasterboard partitions, ceiling rafts and bulkheads. All existing original brickwork and features will remain.

Appearance

Existing

Ground floor

Modern concrete and timber floor with plaster partitions providing a suitable background for retail fixtures. Fixings back to existing brickwork walls via discreet brackets.

Ceiling rafts (concealing AC) units and existing track lights are fixed to existing vaulted brickworks ceilings.

The existing retail staircase which is to be retained gives customer access to all three floors.

Existing full height graphic fixed to ply background on staircase wall (basement to first floor)

Basement

Flagstone floor with timber floor at rear of retail space. Carpets to existing fitting rooms.

Ceiling rafts (concealing AC units) and existing track lights are fixed to existing vaulted brickworks ceilings.

Existing vaulted brickwork ceilings are painted white.

Modern plaster partitions provide a suitable background for retail fixtures.

Stock rooms are located in the vaults and a staff room is also currently located in the basement floor.

First

Modern timber floor to retail areas with carpet in fitting room area. All back of house flooring is vinyl.

Plaster partitions provide a solid background for merchandise systems and are braced back to existing brickwork walls.

Ceiling rafts and track lighting are fixed to existing vaulted brickworks ceilings.

Proposed

Ground floor

Existing concrete floor to be patched in where necessary. New timber floor too cucumber alley and entrance to cucumber alley from main shop floor.

Existing plasterboard partitions and furniture to be removed and replaced as shown with new plasterboard partitions and fixtures.

Ceiling rafts and lighting tracks to be retained. New light fittings to existing tracks.

New treads to existing staircase. Balustrade to be re-sprayed.

New full height treatment to staircase wall. This is likely to be in the form o copper tiles, applied to a ply background. Treatment will be visible from basement to first floors.

New denim wall, fitting rooms and freestanding fixtures.

Stock room partition in cucumber alley to be repositioned.

Basement

Flagstone floor to be retained. New carpets to fitting room. Timber floor in 55DSL area to be sanded and retained or painted.

Ceiling rafts to be removed.

Existing tracks to be retained, new light fittings to existing tracks.

Painted brickwork ceiling to be touched in where necessary and matt black paint to 55DSL ceiling as shown.

Existing partitions to be removed and replaced to provide solid background for new merchandise system.

New freestanding fixtures throughout.

First

Existing timber floor to be sanded and re-stained.

Existing partitions and bulkhead above fitting rooms to be removed. New partitions will provide a solid background to new merchandise systems.

New freestanding fixtures throughout.

Ceiling rafts and lighting tracks to be retained. New light fittings to existing tracks.

Physical features and barriers

There is an existing stepped main entrance of this Grade II listed building.

There are no steps or barriers to the entrance in Cucumber Alley.

Additional information

There are three other planning applications for this property currently being dealt with by Camden council at present:

2012/0143/P 2012/0132/A 2012/0310/L