

45 Charlotte Street, Fitzrovia, London W1T 1RS

Planning Application
London Borough of Camden

Design and Access Statement

Application refers to the replacement of the shopfront to 45 Charlotte Street. This is a new application referring to the application refused Case Ref EN09/0776 re the current shopfront replacement to the above property, which was a replacement to an original shopfront which was in a bad state of repair when our client, Mr Es Salih of Yog LK Ltd took over the tenancy on 25 July 2009.

Mr Es Salih is applying for the shopfront replacement to the current and original shopfronts as Yog LK Ltd are the occupying tenant of the above premises, being an A1 retail outlet supplying frozen yogurt and fresh fruit as a pre-prepared product.

There will be no change to the signage which currently has advertising approval. The style and dimensions of the revised frontage are designed to both fit into and match the existing opening and to following the horizontal sightlines of the existing frontage and that of the adjacent shop " Chivers " at no 43. (See the key dimension highlighted in the drawings enclosed).

As a result there will be no changes envisaged to the fascia which includes the blind, having a flush fascia and being of a similar style to the adjacent shops. The blind is a traditional canvas retractable blind (plain purple) in scale to those along the street. The height and extent of this blind is within the line of the 1.1metres of the area outside the shopfront rented from the landlord " Chivers " by Yog LK Ltd (see site plan) – The official pavement area is outside the line on the blind. Not with standing this, the height and extent of the blind blends into the current lines of the immediate adjacent Public House and the adjacent Chivers shopfront.

The current shopfront design will be altered as indicated in drawings YG.3015.11 nos 1 & 2 to better relate to the adjacent shopfronts in Charlotte Street – both in retaining the construction being in timber and retaining the current width of the doorway whilst reducing the window opening dimension and doorway opening height enabling the introduction of a transom (height to match that of no 43) and 3no fixed window lights above this with a matching fanlight above the door. These fixed window lights to have 6.4mm laminated clear safety glass with 2no divisions (to echo the style of no 43) within a reduced frame width to match reduced window opening below.

The new design now includes a full height main vertical post between the doorway and the window area. Being more in keeping with the other Charlotte Street shopfront designs and Camden planning Guidance for this street, this post clearly frames the existing doorway width and the window opening, thereby limiting the width of the window framing. The main window opening is now designed within this reduced area and is divided into 3 no window sections. The height and width of these will now be similar to others along Charlotte Street.

The original shopfront had a single plate glass window (as does No 43 currently) and the original enforcement order stipulated the replacement with a single window however, we have noted that the new Camden Planning Guidance for Charlotte Street indicates that

"On traditional shopfronts large expanse of undivided glass should be avoided. Vertical glazing bars should be used to subdivide large windows . . ."

The 3 no window sections concertina fold back for greater visibility for the customer during 4 Summer months only. Mr Salih will instruct his staff that any music played will be well within the premises and therefore will not be audible in the street (speakers are currently directed away from shopfront to rear of the store.) This will be policed by the management particularly when the windows are folded back during the stipulated period.

Both the windows and door have clear 6.4mm laminated safety glass within timber frames.

The doorway will remain flush with the street front (not recessed as is No 43) and have a solid panel aligning with the retained existing stallriser and the top of the door aligns with the new transom with a fanlight above (as detailed in point 1 on 'Entrances' in the new Camden Planning Guidance for Charlotte Street).

The current stallriser which matches that of no 43 will be retained and the only alteration planned is adjusting the side trims to echo the new vertical window frame line above. The stallriser height is dictated by the intrusion height from the ceiling of no 43's basement into the shop interior and is consistent with the original no 45 shopfront.

The doorway retains wheelchair access and the threshold is low enough for most wheelchairs. The staff are briefed to assist promptly should any problem arise and a ramp is available should it be required. A wheelchair is easily accommodated within the store.

There is no primary cooking on the premises and therefore no atmospheric pollution.

The overall restrained treatment of plain matt white throughout the frontage design is as current and consistent with the other shopfronts along the Charlotte Street Conservation Area.

Mr Salih has again consulted both with his landlord (Mr Stephen Chivers – proprietor of the neighbouring retail outlet at no 43) and with various neighbours with regard to his new proposals and received positive opinions.

As Mr Salih's agent we would like to submit this statement together with all the enclosed documentation and drawings.

Any site visit should be arranged with Mr Es Salih directly
Mobile : 07544 801285

Lesley J. Wickens

Lesley J Wickens
Creative Director
Spacework-Design Limited

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