

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

**Planning and Listed building submission
9th January 2012**

Replacement of existing windows and doors on ground floor elevations (Earlham Street, Neal Street and main entrance). Installation of replacement fascia signage

Background

The property comprises of four stories with retail on basement, ground and first floors. The Second floor is a separate office space, currently unoccupied. 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 offices (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 external alterations is to provide new window frames, glazing and doors to reflect the current "Diesel image" and improve the appearance of the ground floor windows and entrances.

Full height windows will help to open up the store, improve levels of natural light and allow a clear view inside the ground floor retail space from the pavement and approaches on Neal Street and Earlham Street.

Appearance

Existing

Ground floor windows consist of chunky SAA frames, powder coated grey with false louver stall risers.

The entrance doors have the same SAA frames and consist mainly of glazed panels.

The fire Escape door and the entrance to 25a Neal Street have the same SAA frames and glazed panels.

All windows and doors at ground floor level are not original and appear to have been installed circa 1997.

Windows and warehouse doors to the upper levels are original with timber frames painted black.

Proposed

All existing frames to be replaced with SAA frames powder coated black with a satin finish to match 'black iron' sample.

All existing window and door openings, structure and features within the listed fabric of the building are to be retained. There will be no additional window or door openings and no elements other than the existing glazing, frames and doors will be removed.

Transom bars and vertical bars will be installed to break up the glazing panels and to compliment the original window design on the upper floors.

The fire escape door on Neal Street and the entrance door to 25a Neal Street will be retained as existing. Existing timber frames to be painted to match new window and door frames.

New door handles to main entrance to match window and door frames. Specification of all other door ironmongery to be confirmed.

The existing cills will be retained and act as a stall riser. To give a more elegant look to the façade no additional stall risers will be installed.

Signage

All existing logos will be removed and replaced. 2no new external fascia signs will be the same size and installed to the same position as the existing signs.

1no halo lit DIESEL logo to Earlham Street elevation. Aged copper finish, individual letters with a maximum cap height of 405mm will be fixed at fascia height on spacers. The letters will be halo lit with concealed static white LED to a maximum of 850 candelas per square meter. A opal Perspex back and edges to each letter will diffuse and soften the light.

1no halo lit DIESEL logo to Neal Street elevation. Aged copper finish, individual letters with a maximum cap height of 405mm will be fixed at fascia height on spacers. The letters will be halo lit with concealed static white LED to a maximum of 850 candelas per square meter. A opal Perspex back and edges to each letter will diffuse and soften the light.

The halo lighting on main fascia signs will be discreet and unobtrusive. See photo on main signage drawing.

The proposed halo illuminated signs have been designs to be subtle and reflect the character of the building and surrounding area while allowing Diesel to display their signage in line with adjacent retailers.

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

A similar proposal received planning and listed building approval in 2008, however the works were not carried out. Please refer to the enclosed planning approval documents. The planning reference numbers are as follows:

Full planning permission - 2008/1185/P

Listed Building Consent – 2008/1184/L