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BELUSHI'S / ST CHRISTOPHER'S, CAMDEN – INSTALLATION OF NEW CANOPIES DESIGN AND ACCESS STATEMENT

1 Introduction

This Design and Access Statement has been prepared to accompany an application for the installation of new canopies along the Plender Street elevation of Belushi's / St Christopher's, Camden. The canopies include advertising graphics.

2 Existing Building

The existing building is located on the corner of Camden High Street and Plender Street in Camden Town, and consists of a ground floor bar, with hotel accommodation on the upper floors. The building is an early c20th century mock tudor design, with stone to the ground floor elevations, and timber frame / brick to the upper floors. The roof is pitched with clay tiles. The building is not listed but is in a conservation area.

3 Summary of Proposals

It is proposed to install retractable canopies along the Plender Street elevation, in two designs.

4 Materials and Appearance

The canopies will be constructed with powder-coated aluminium profiles, with a polyester fabric, in black with white graphics. Two graphic styles are proposed – one with the 'Belushi's' logo, the other (over the hotel entrance) with the 'St Christopher's' logo.

5 Dimensions and Operation

The canopies have been sized to work within the manufacturer's maximum widths (5m or less), and will have a reach of 2m, and a pitch of around 13 degrees. The canopies will be retractable, and fitted to special brackets to allow the fascia sign still to be seen.

6 Conclusion

It is proposed to install canopies to the Plender Street elevation of Belushi's / St Christopher's. The appearance of the canopies will complement the building and the existing advertising signage. They will be retractable and constructed from durable maintenance free materials, and will be an appropriate and attractive addition to the building.