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DESIGN & ACCESS STATEMENT

PROPOSAL

**INSTALLATION OF A NEW SHOPFRONT AND THREE NEW
EXTERNAL LIGHT FITTINGS AT FASCIA LEVEL**

43, CHARLOTTE STREET, LONDON W1T 1RS

5th June 2014

1.0 Introduction

- 1.1 This statement forms part of the full planning application submission in respect of 43 Charlotte Street W1T 1RS. The development proposed is for;

Installation of a new shopfront and three new external light fittings at fascia level.

2.0 Site Location & Description

- 2.1 The application site the ground floor part of a mid terraced five storey building located on the south western side of Charlotte Street close to its junction with Goodge Street. At the ground floor there are two shop units of which the application site is one of the units and this is located on the left hand side. The upper floors of the premises are understood to be in office use.
- 2.2 The surrounding area is predominantly commercial in character with a mix of uses including, at ground floor level retail shops, bars and restaurants. The area is quite busy due in part to the reputation of Charlotte Street having a busy day and night time economy based on a variety of eating and drinking establishments. These uses are complemented by a range of other uses located in the immediate vicinity with shops and offices occupying many of the buildings together with residential uses on the upper floor of buildings.
- 2.3 The existing shopfront comprises a stallriser; a single glazed window set in a wooden frame and on the left hand side a recessed entrance incorporating a return glazed wooden framed window, a wooden framed glass door and a ramp. Above the shop window is a box that houses a full width canvas awning and above that a non illuminated fascia board.

3.0 Amount, Appearance, Scale & Design

- 3.1 The proposal involves the replacement of the shop frame and existing recessed entrance. Three new light fittings are proposed to be installed at fascia level.
- 3.2 The beige stone façade cladding, awning and associated housing will retained as will the fascia board which will be repainted.
- 3.3 The new shopfront will be contained within the framework of the existing shopfront but with a new configuration. The entrance door and ramp will now be positioned in the centre and be flanked on either side by 0.7m high solid wood painted stallrisers with fold back wooden framed glass panels above with each divided into three sections. The new entrance door will also be wooden framed and will contain a single glass panel.
- 3.4 The new shopfront will remain in keeping and in scale with the front elevation of the existing building and will reflect a positive contribution to the general street scene.

4.0 Layout

- 4.1 The proposal for the new windows and doors does not affect the existing internal layout or use of the ground floor or the building as whole.

5.0 Local Plan Policies

- 5.1 The application site is located in the Charlotte Street Conservation Area and the building has been identified as a positive contributor in the Council's Conservation Area statement. South Shoreditch Conservation Area.
- 5.2 In preparing the new shopfront scheme full consideration has been given to the following policies and guidelines;

Camden Core Strategy 2010 – 2025 [Adopted Version 2010] (CS)

Policy CS14 - CS14 - Promoting high quality places and conserving our heritage

Camden Development Policies 2010 – 2025 (CDP)

Policy DP24 – Securing high quality design

Policy DP25 – Conserving Camden’s heritage

Camden Planning Guidance – Design [September 2013] (CPG1)

Chapter 7 - Shopfronts

Charlotte Street Conservation Area Appraisal and Management Plan [24th July 2008] (CSCA)

Fitzrovia Area Action Plan [March 2014] (FAAP)

- 5.3 Collectively these policies and guidelines seek a high standard of design for new development, including shopfronts, that is appropriate in scale and relate well to the host building. The level of visual interest at street level should be maintained to avoid dead frontages and in Conservation Areas should result in a positive contribution to the general street scene.

6.0 Assessment

- 6.1 The new shopfront will in terms of scale, design and finish be considered appropriate in relation to both the host building and the terrace as a whole. It will in part reflect a traditional design with the more prominent stallriser and the continued use of wood to provide the framework for the both the shopfront, windows and door.
- 6.2 With regard to the two sets of openable windows that will sit on the stallrisers, these will not create a visual void nor give the appearance of a row of doors

which is discouraged in CPG1. Instead, the opening created, when the windows are folded back, would be limited in sized and be framed by the stallriser and the new central doorway entrance. The underlying characteristics of a traditional shopfront style would therefore remain.

- 6.3 To this extent the shopfront will share the same common characteristics of the shopfront installed next door at No.45 Charlotte Street following the grant of planning permission on appeal in January 2013 (Appeal ref:APP/X5210/A/12/2173471).
- 6.4 At fascia level the existing awning structure will remain including the housing, although the canvas will be changed. Similarly the fascia board will be retained but repainted. A new set of three lights are proposed with grey shades and each having a 60 watt halogen bulb. This will give an output the equivalent of 1200 lumens for each lamp and the design of the lamp will be in keeping with the general shopfront design.
- 6.5 The new shopfront frame, doorframe and stallriser will in wood that will be painted over.

7.0 Access

- 7.1 The existing ramp to the shop premises will be replaced and relocated to the new central door entrance. A level access to and from the street will therefore be retained.

8.0 Conclusion

- 8.1 The proposal is for the installation of a new shopfront and three new external light fittings at fascia level.
- 8.2 The new shopfront frame will be confined within the existing shopfront opening. The existing awning structure will be retained as will the existing

fascia board although both the awning and signage will be changed. The three new external light fittings will illuminate the fascia board sign and as a design feature will be in keeping with the new shopfront proposal.

- 8.3 The proposal takes into account the relevant planning policies and guidelines regarding the installation of new shopfronts in the Charlotte Street Conservation Area and also picks up the basic design of the recently installed shopfront next door, No.45 Charlotte Street, which was granted planning permission in January 2013. A key feature of the shopfront is the openable windows which will be of limited size with regard to the actual area opened up so as to avoid large voids or gaps in the shopfront.
- 8.4 Overall the new shopfront is seen as an appropriate form of development that will be in keeping with the host building and local townscape in this part of Charlotte Street.