
The Revival Retro Boutique at 29–30 Windmill Street

DESIGN & ACCESS STATEMENT — 05/06/14

Revival Retro Boutique sell's classic and elegant womenswear. Revival is joining Windmill Street's community of small and independent businesses, opening this Summer. Revival will open it's flagship store at the A1 ground floor premises of 29-30 Windmill Street.

29–30 Windmill Street is a modern (post WW2) development that sits a little out of tune with the rest of Windmill Street and the Charlotte Street Conservation Area's precedent for Georgian townhouses.

In brief Revival sets out to make the following improvements to the shop frontage:

Revival wants to replace the shopfront of 29-30 Windmill Street to differentiate it from the buildings uppers (and the office entrance to the right). We want to do this in a way that adds character and class befitting Revivals business.

Secondly Revival wants to replace the shopfront in a way that is sensitive to the area: We have thought long and hard about how the shopfront fits within the streetscape and ties in with neighbouring buildings.

We do not want to focus on improving our shop at the expense of the tone and character of the area. Our two aims go hand in hand.

In detail we will achieve these improvements to the A1 shop frontage by:

- 1. Revival seeks to extend the period timber cornicing of the town-house to the left (31 Windmill Street). We want to establish a street level identity for 29-30 Windmill street that detracts pedestrians attention from the buildings uppers (which are found to be unsightly and out of tune with the area). The idea is to borrow the style of the cornicing from No 31 but maintain the height of cornicing from No 28 (so to incorporate the characterless existing flat cornice above 29-30s ground floor).*
- 2. Through decorating we will also establish each 'pilaster' of the frontage by painting and decorating each pilaster either side of the frontage as being equal in size and creating a more balanced facade.*
- 3. Revival wishes to replace the shopfront with a new face that will bring it closer in line with the better frontages of the area. We have taken on board the 'Charlotte Street conservation area appraisal plan's recommendations and would like to add timber stallrisers and mullions to the frontage. These timber details are set out as the desired precedent of Windmill Street in the plan (section 6.25). As a result the new frontage will require new windows, doors and handles.*

- 4. In terms of signage Revival will favour a painted timber signboard with sign-painted graphics and an accompanying light source above the fascia board.*
- 5. A sensitively designed illuminated circular blade sign will be added to help animate the streetscape as well as create an identifying landmark for customers approaching from both Charlotte Street and Tottenham Court Road.*
- 6. Finally decorative elements will be added, two mirror-finished brass plaques will be added to angled windowsills and a brass toe-plate will be added to the step to limit wear and tear to the step. To keep the material palette to a minimum brass will also be used for the door handle and blade sign.*

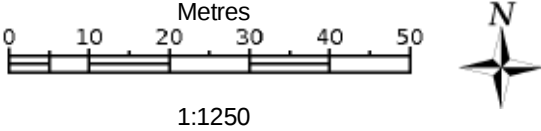
Accumulatively these elements are intended to improve 29-30's frontage by drawing on precedents used throughout the area and highlighted in the 'Charlotte Street Conservation Area Appraisal and Management Plan', Revival Retro is committed to improving the frontage but also the streets sense of place as a vibrant mixed use street.

29-30 WINDMILL STREET SHOP FRONT
THE REVIVAL RETRO BOUTIQUE
SITE LOCATION PLAN



REVIVAL RETRO DRAWING No. 1

- 29-30 Windmill Street,
London, Fitzrovia
W1T 2JL
- AI Shop space
- Streetview Link:
<http://goo.gl/lfCb9W>
- Charlotte Street
Conservation Area



29-30 WINDMILL STREET SHOP FRONT
THE REVIVAL RETRO BOUTIQUE
IMMEDIATE SURROUNDINGS



WINDMILL STREET



29-30 WINDMILL STREET (RIGHT) AND NEIGHBOURING BUILDING (CENTRE)



AREA HAS A PRECEDENT FOR IDIOSYNCRATIC BLADE SIGNS



PRECEDENT FOR DETAILED CORNICING ABOVE SHOPFRONTS ON POST WAR BUILDINGS



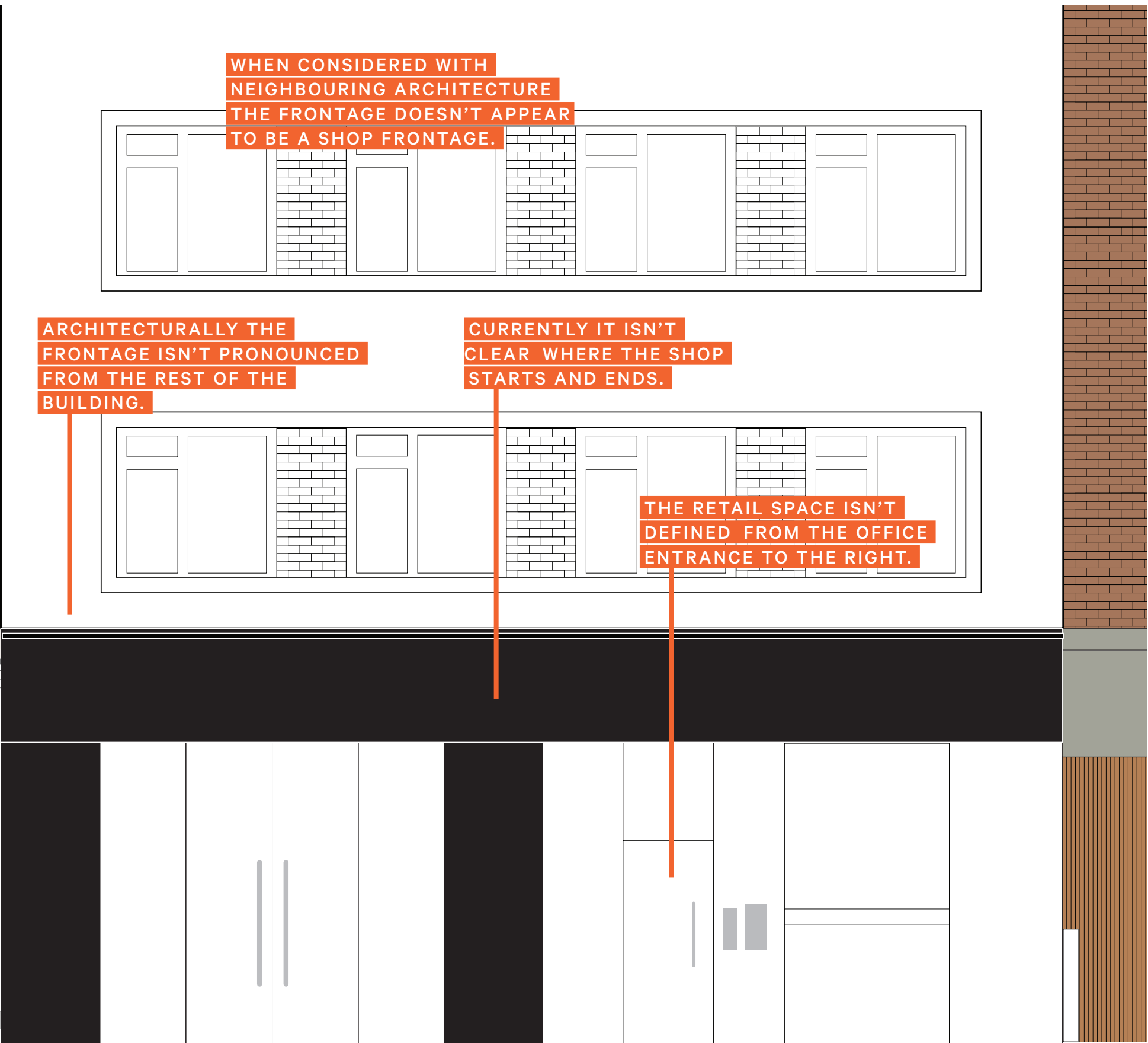
29-30 WINDMILL STREET SHOP FRONT
THE REVIVAL RETRO BOUTIQUE
CURRENT CONDITION / ANALYSIS

29-30's current frontage isn't distinguishable at street level from the offices above and their entrance to the right. The shops frontage lacks character compared to the period facade of No. 31 to the left and other shops of Windmill Street.

The existing signboard and shop frontage is currently disproportionate to the building. The resulting oversized frontage is unsightly and attracts attention from street level towards the buildings uppers and away from the shop.

THE
REVIVAL
RETRO
BOUTIQUE







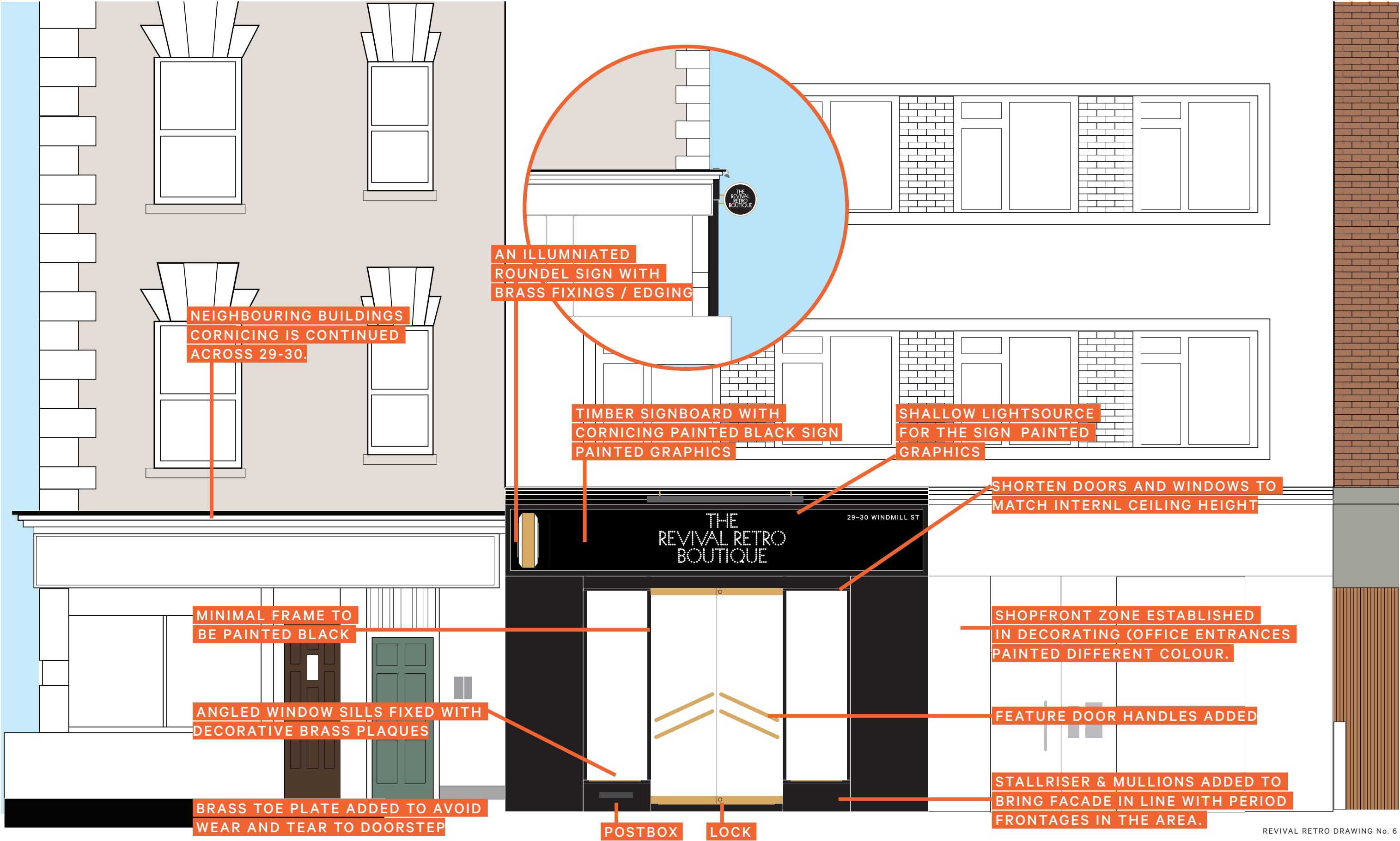
The landlords deemed shopfront is highlighted in yellow, our proposal works within these parameters and corrects inappropriate approaches from previous tenants

Revival wants to establish a ‘zone’ for the shop through its frontage. This zone should be distinguishable from all of it’s new neighbours, particularly the offices above.



29-30 WINDMILL STREET FACADE
THE REVIVAL RETRO BOUTIQUE
PROPOSAL FRONTAGE

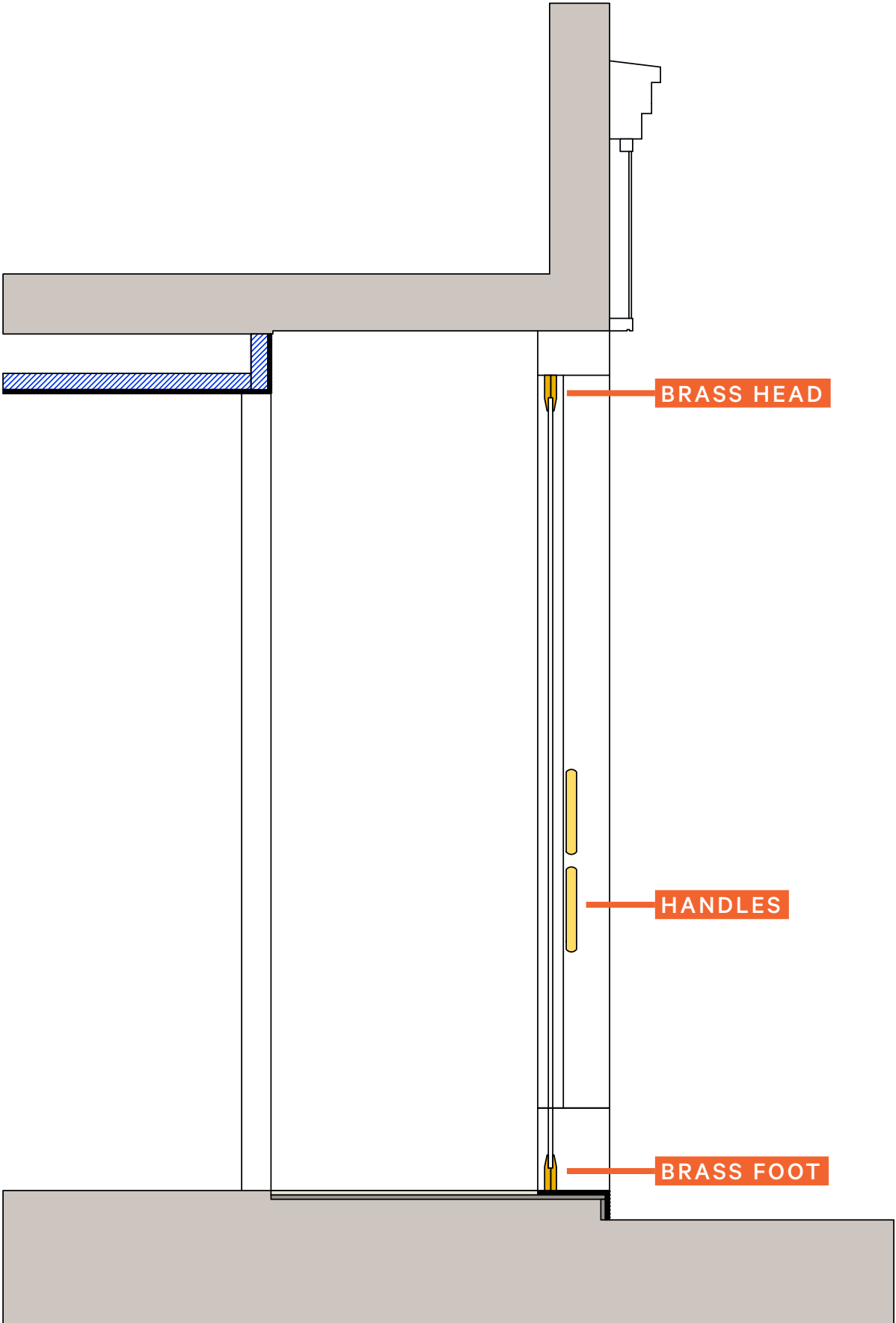
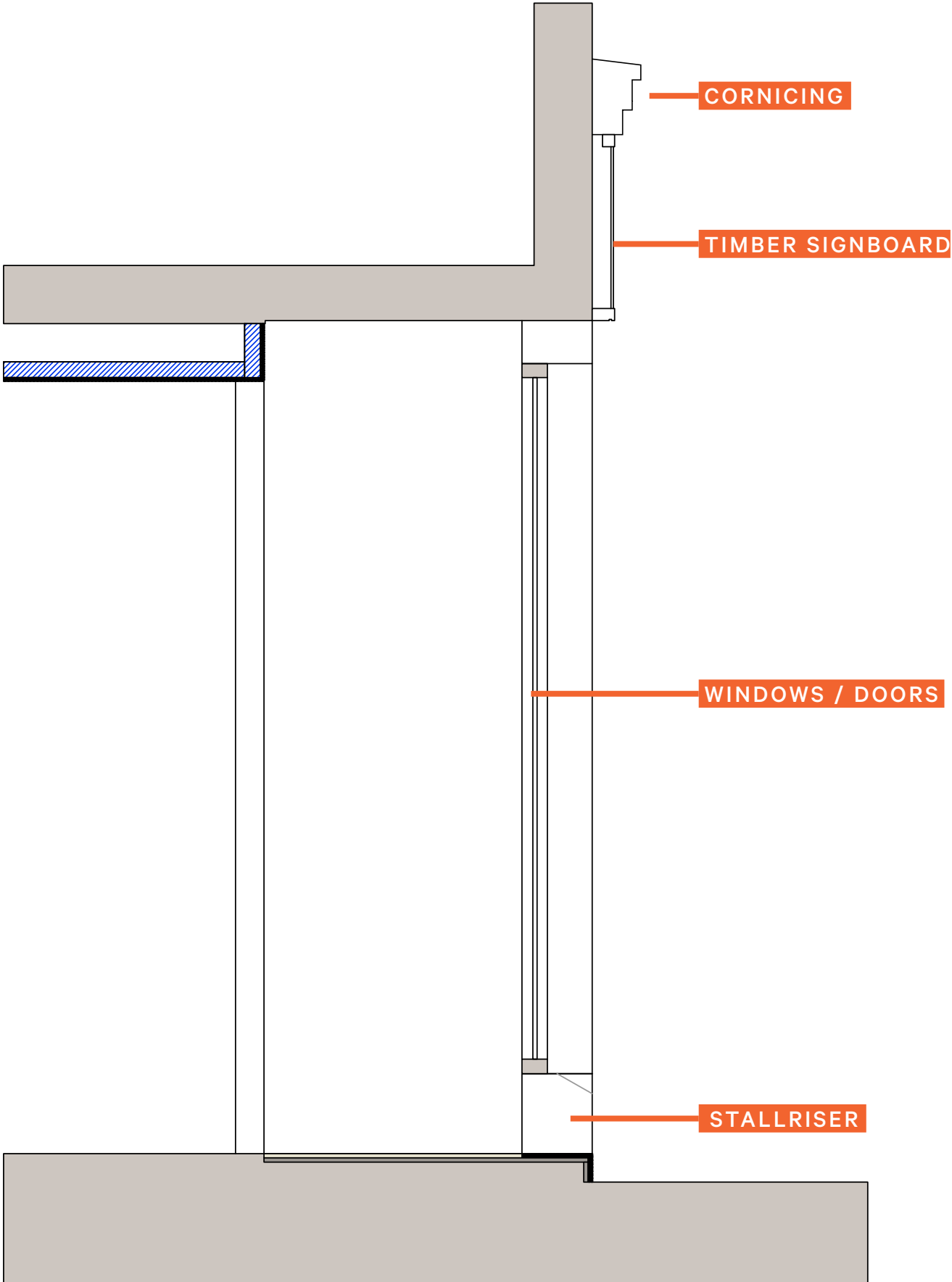




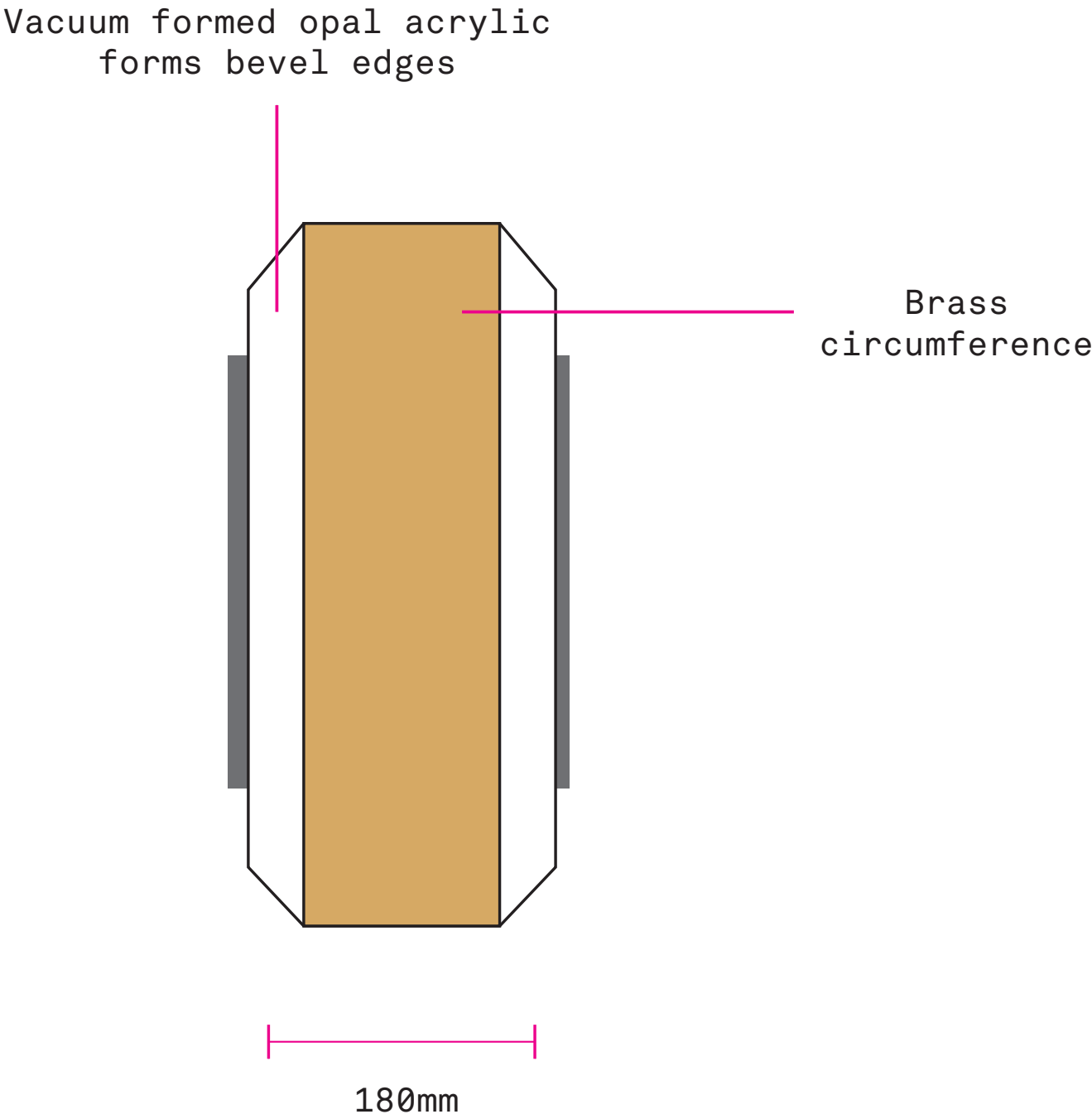
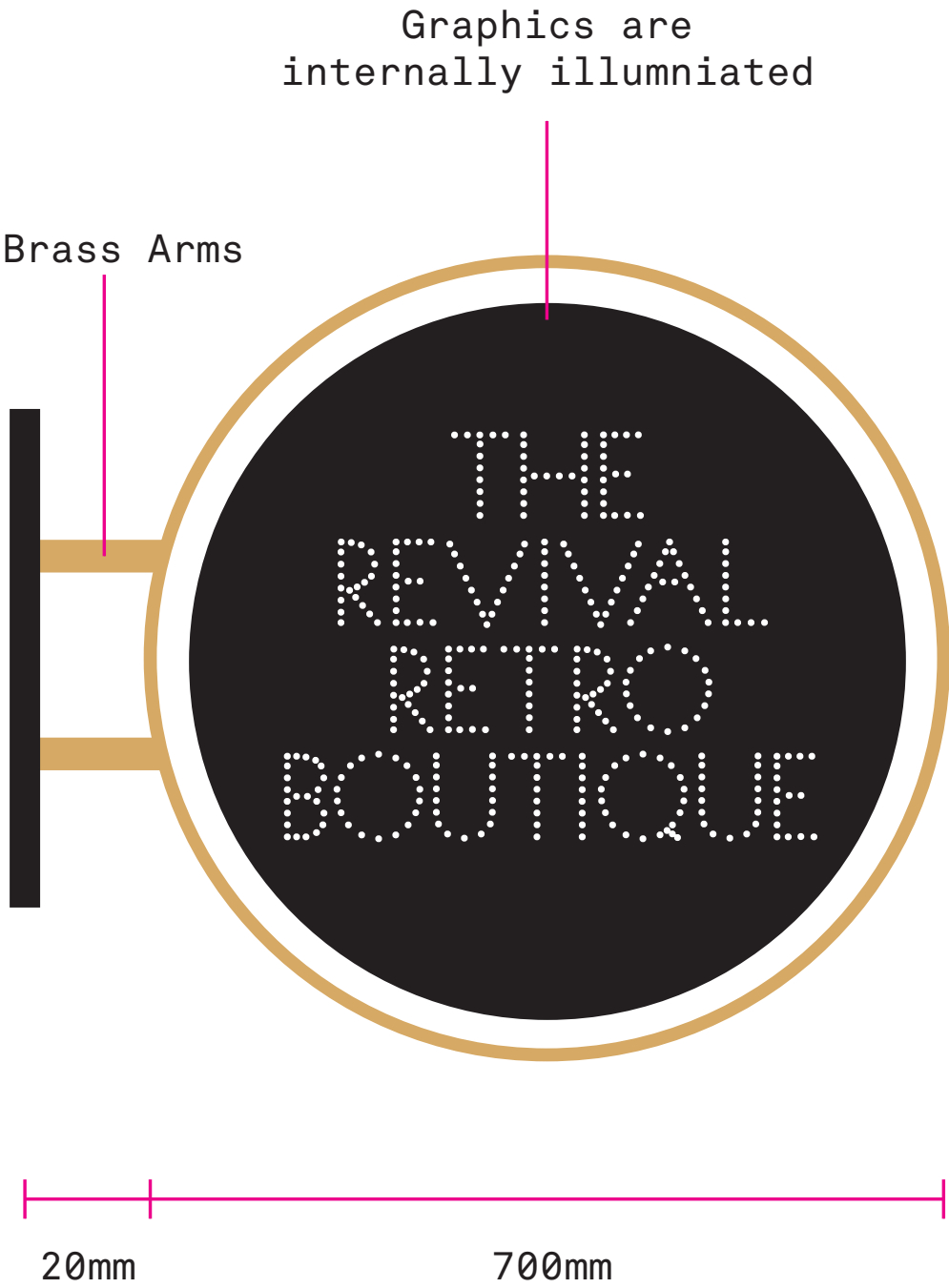
29-30 WINDMILL STREET FACADE
THE REVIVAL RETRO BOUTIQUE
MESUREMENTS



29-30 WINDMILL STREET FACADE
SHOPFRONT SECTION

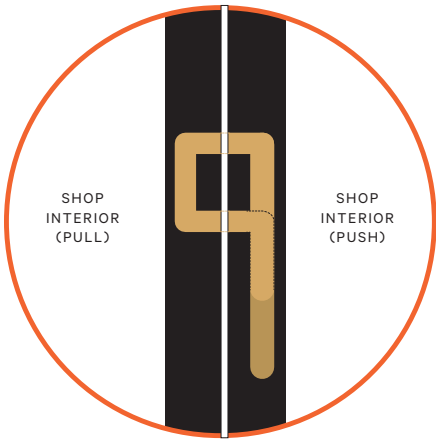
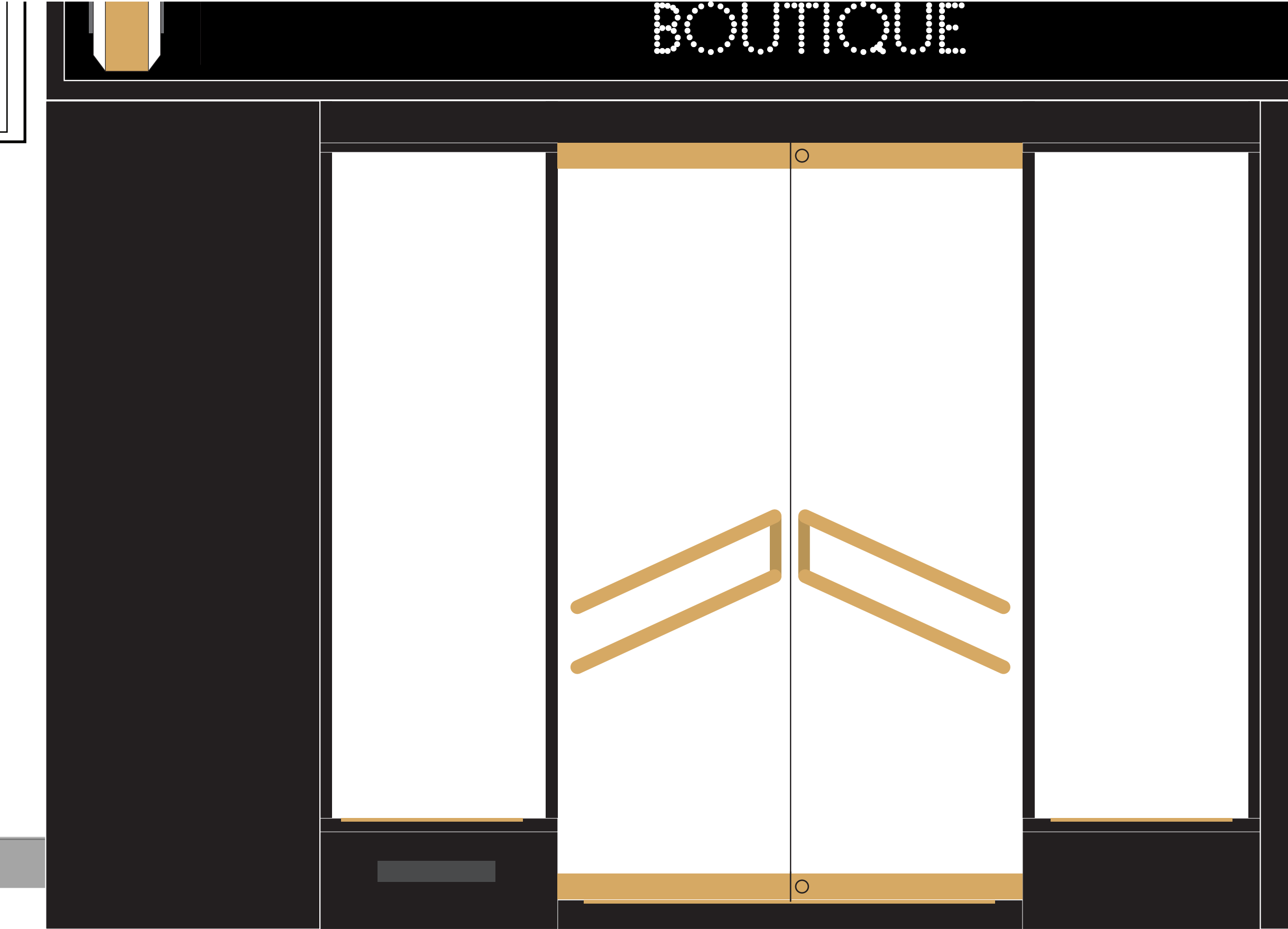


29-30 WINDMILL STREET FACADE
THE REVIVAL RETRO BOUTIQUE
BLADE SIGN DETAIL



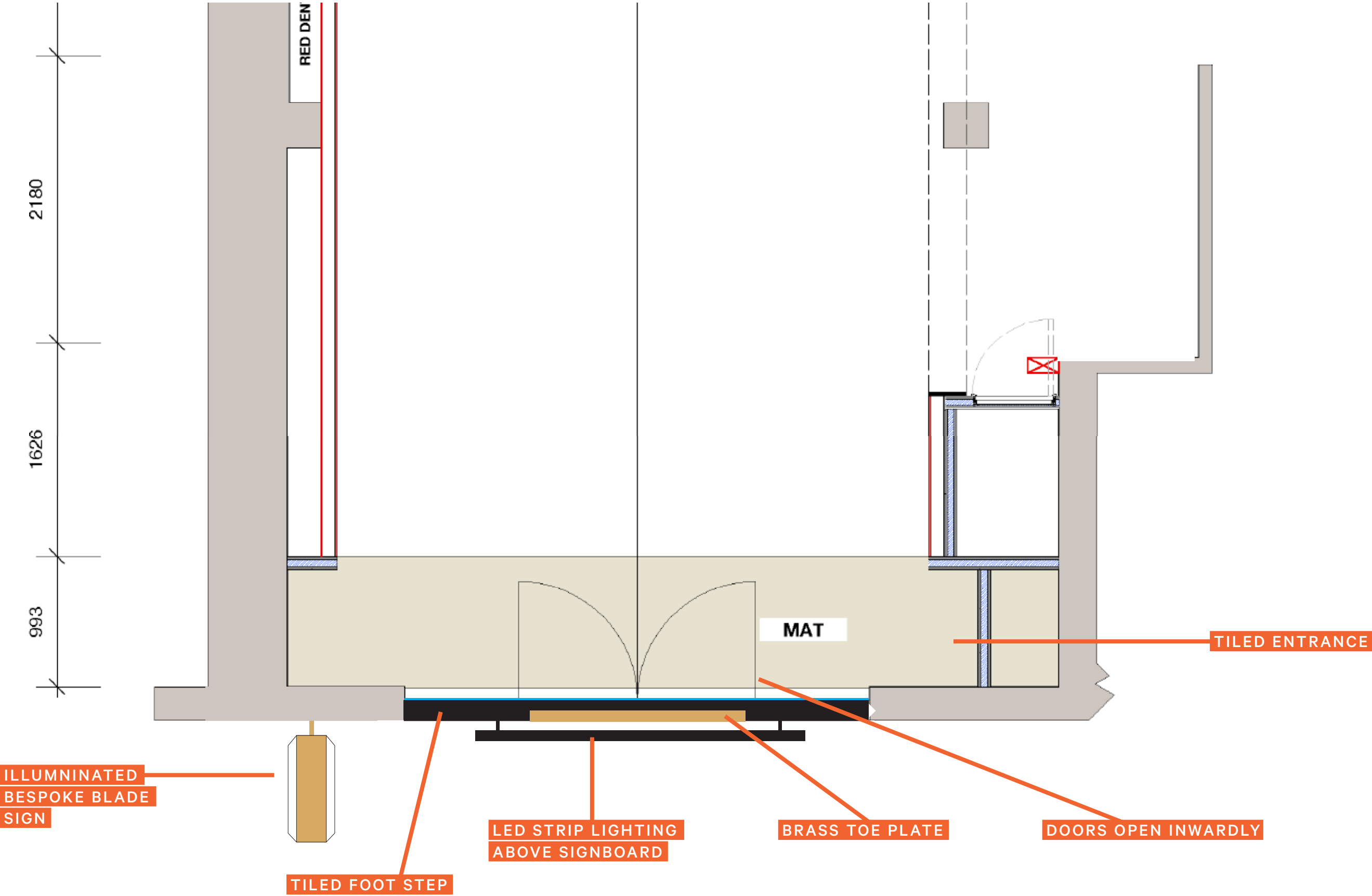
29-30 WINDMILL STREET FACADE
THE REVIVAL RETRO BOUTIQUE
BRASS DOOR HANDLE DETAILING

Door handle is made of brass. the handles wrap
inside through the glass to act as a both push and
pull door.



THE REVIVAL RETRO BOUTIQUE
Glamour from the 1920s 30s & 40s
WWW.REVIVAL-RETRO.COM

29-30 WINDMILL STREET FACADE
THE REVIVAL RETRO BOUTIQUE



Access—

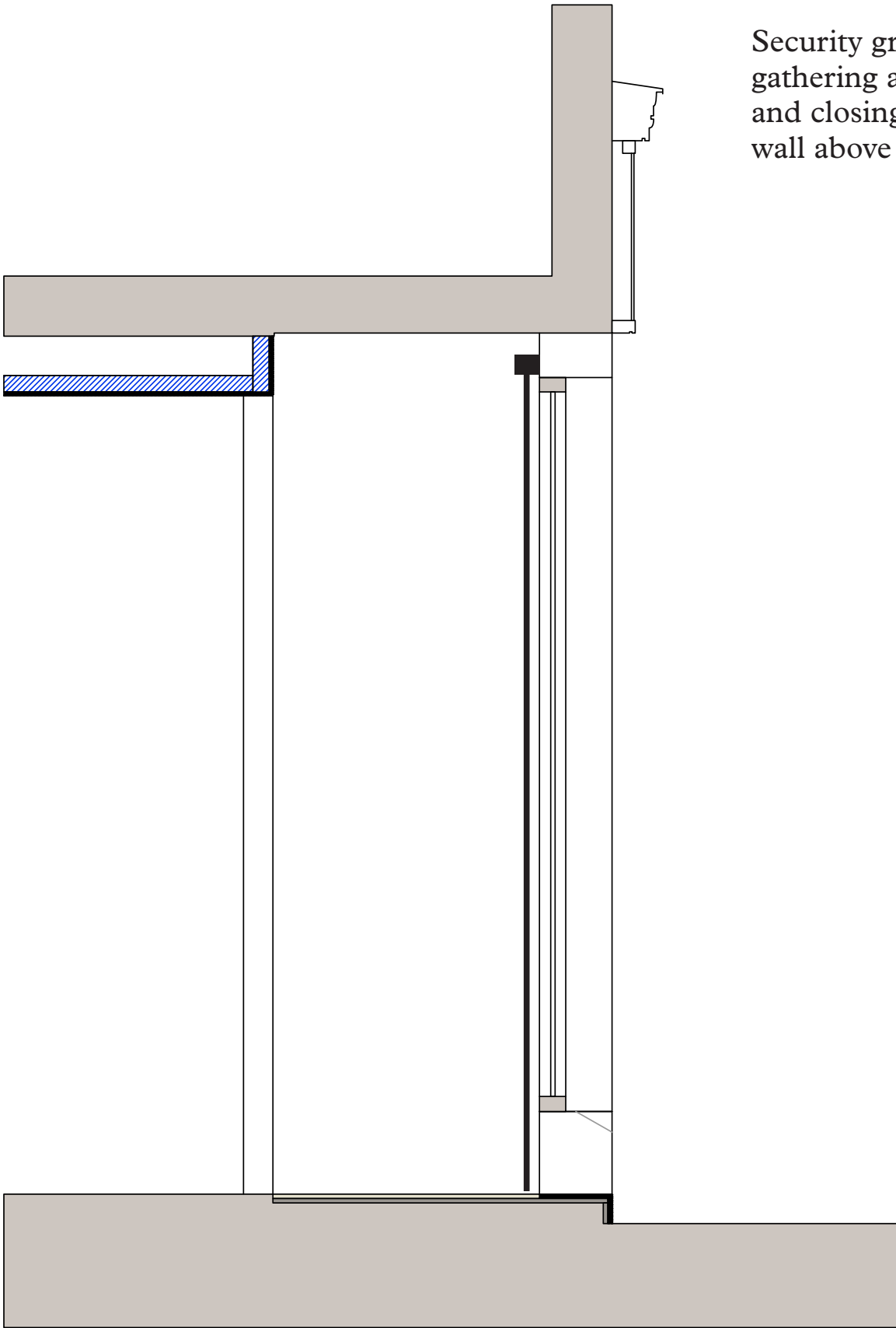
The proposed changes to 29–30's shopfront have taken into consideration the following access points:

By improving the appearance of Windmill Street towards Tottenham Court Road we hope to encourage pedestrians into an accessible and safe environment.

Whilst we do not plan on changing the small step into the store we will provide a removeable disabled ramp and doorbell for disabled access.

The existing internal shutters will be replaced with shutters that will be sensitive to the overall design scheme as well as the surrounding conservation area. The new shutters will also comply with insurance specification which the existing ones do not. First and last access will be through the communal entrance to the right of the shopfront.

29-30 WINDMILL STREET FACADE
INTERNAL SECURITY SHUTTERS



Security grilles are internally mounted,
gathering at either side of the door when open
and closing along a track mounted to the interior
wall above the door

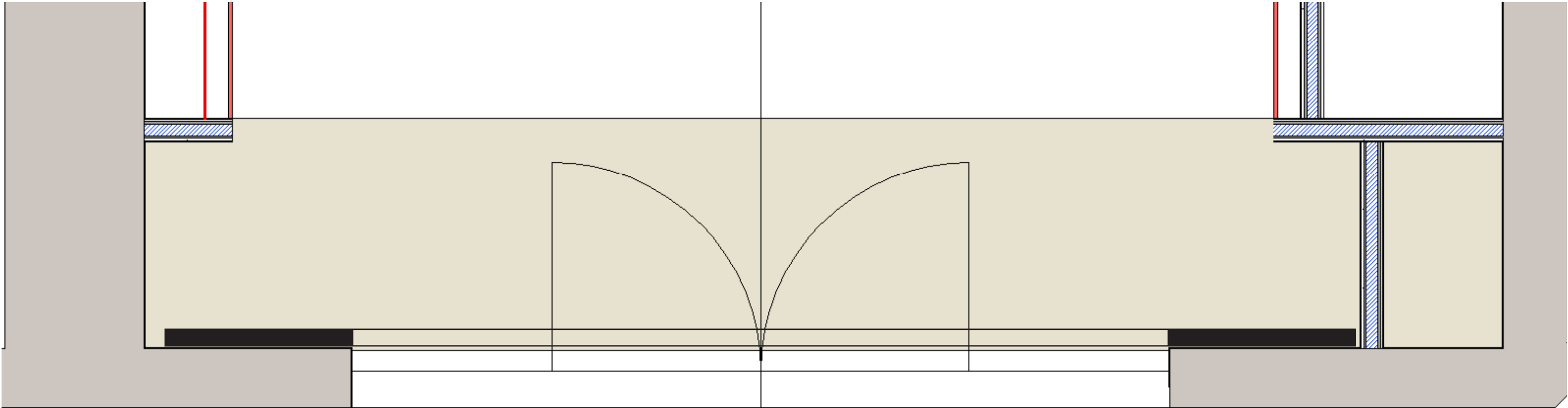


Above: The style of the shutters will suit both the front-
age as well as the conservation area. NB: our shutters
will be internal.

Left: Section of security grilles and location
of shutterbox

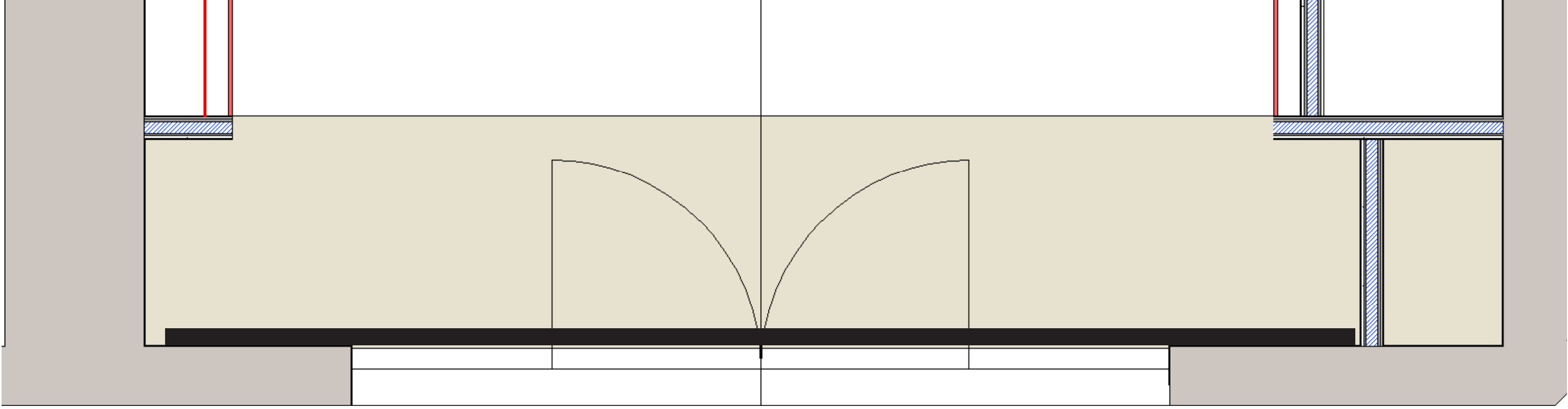
29-30 WINDMILL STREET FACADE
INTERNAL SECURITY SHUTTERS

Security grilles open (gathers at either side of windows)



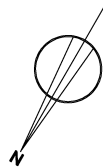
REVIVAL RETRO DRAWING No. 16

Security grilles closed (follows rail-track across windows and doors)

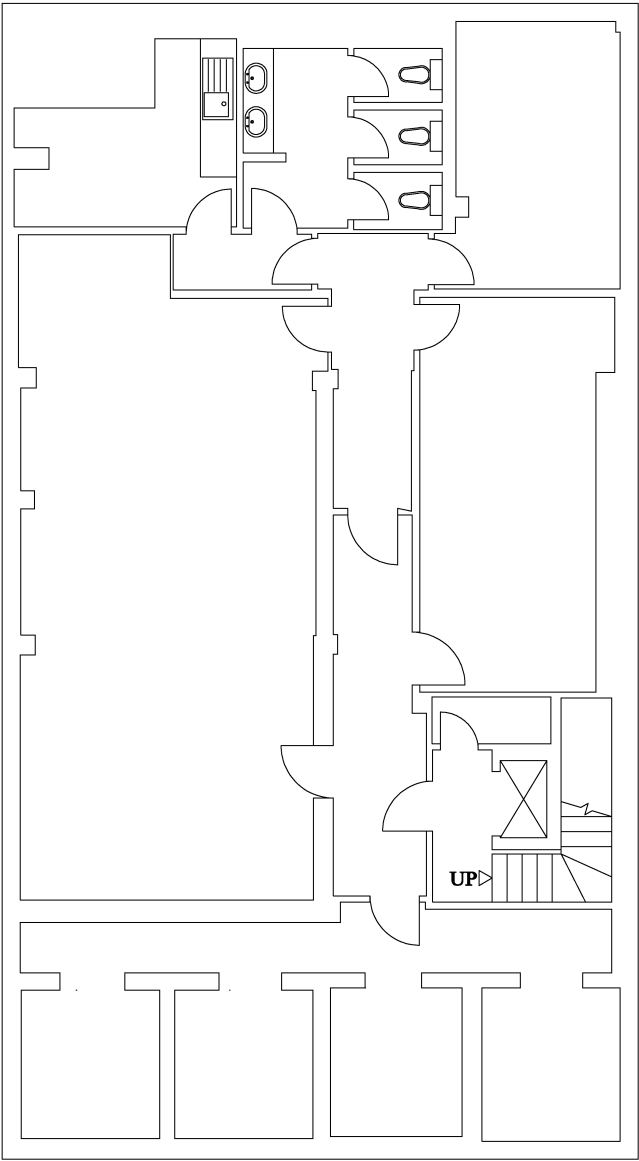


REVIVAL RETRO DRAWING No. 17

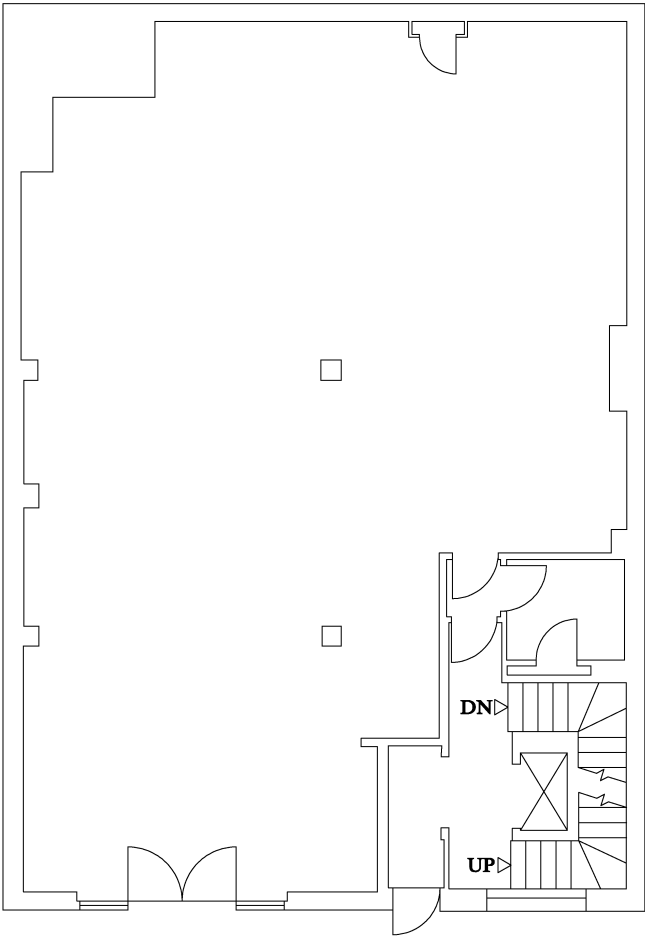
29-30 WINDMILL STREET FACADE
ACCESS TO UPPER FLOORS



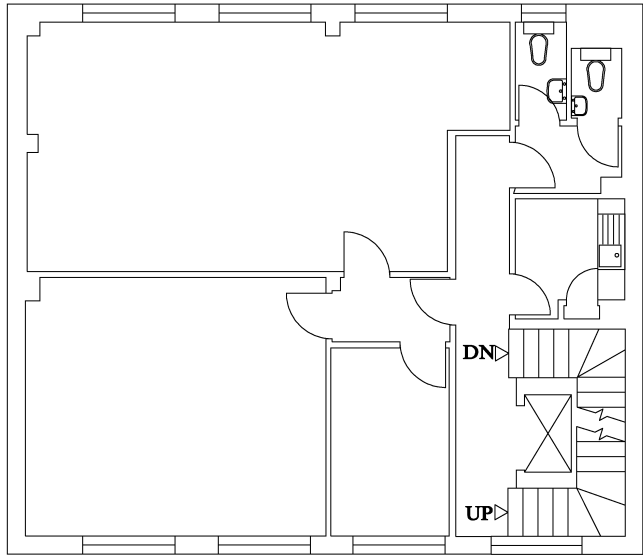
29-30 WINDMILL STREET
LONDON W1
Scale 1:100



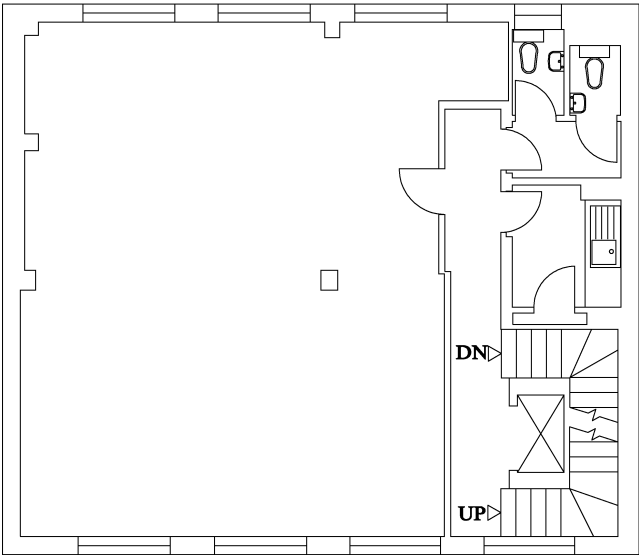
LOWER GROUND FLOOR



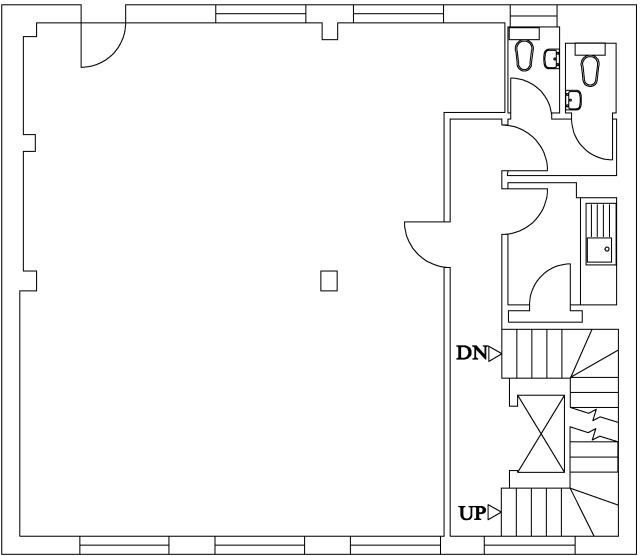
GROUND FLOOR



THIRD FLOOR



SECOND FLOOR



FIRST FLOOR

Thanks

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