

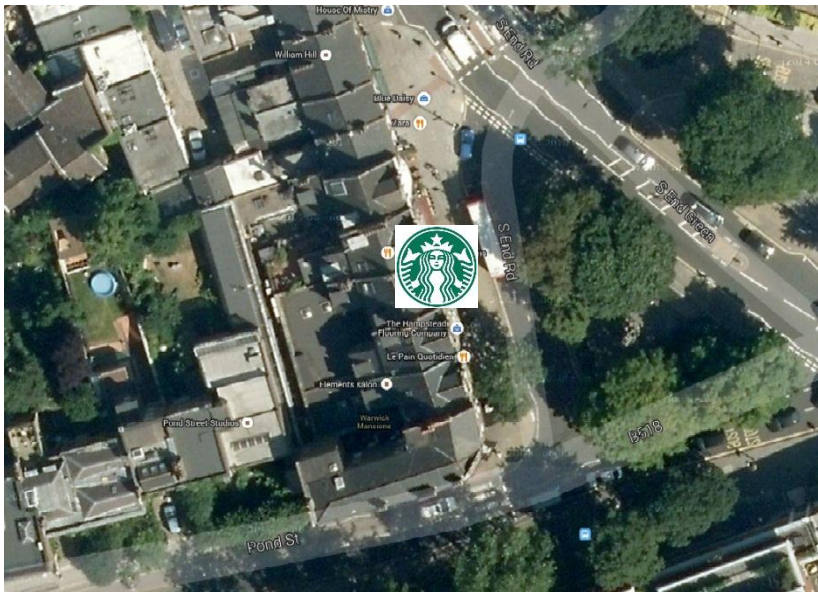
## DESIGN & ACCESS STATEMENT

### STARBUCKS COFFEE SHOP, 5-7 SOUTHEND ROAD, LONDON, NW3 2PT

#### Introduction

On behalf of Starbucks Coffee Company Evolve RPS have prepared shop front designs for the existing Starbucks Coffee Shop situated on Southend Road. The Starbucks will be undertaking a new refurbishment including external works to the existing shop front requiring planning permission. The Starbucks Coffee shop will continue to serve the local community with Starbucks finest quality coffee and fresh food. The building is located within the conservation area and is not known to be listed.

#### Google Maps – Site Location Plan



#### Amount of Development

Planning permission is required for the instalment of a new custom made traditional Victorian awning, re-painting of the front façade, new Green Field Victorian tiles, alterations to entrance door, new outdoor planters and wind screens to the external seating area.

Please see below for further details;

The new proposal will include the re-painting of the existing shop front in a Dulux 50BG 08/021 (dark grey), this will cover the pilaster's and shop front framing providing the opportunity to introduce Starbucks latest colour scheme. This will not cover the existing entrance doors as these will be sanded back to the natural Oak and finished with a painted clear lacquer and brass fixtures.

Additional changes to the front facade include Green Field glazed Victorian wall tiles to be placed along the stall riser's beneath the windows at the front, further details can be seen on the proposed exterior elevations enclosed.

A Traditional Victorian fabric awning will be placed on the front of the store which will match the new proposed shop front colour Dulux 50BG 08/021(Dark Grey). The new awning will provide cover over the entrance doors and also some of the outside seating, this will provide cover for customer

enjoying hot beverages outdoors. For further details please refer to the existing and proposed exterior elevations enclosed within this application.

There are also some additional changes being proposed for the outside seating area with two new wind screens made from larch cladding and blackened metal frames, these will be placed at each end of the seating area. On these screens a small Starbucks wordmark will be digitally printed onto the larch cladding.

Additionally there will be 5 wooden planters with coasters to be lined up across the front of the seating area. These are to be made from larch wood and metal coaster wheels allowing for the ease of movement to and from the store.

These wind screens and planter's will act as a discreet barrier to the outside eating and drinking area for customer's and make a more pleasant relaxing area to sit and enjoy the view of the street.

As part of the refurbishment new signage will be introduced incorporating new Starbucks hand painted word marking to the existing fascia sign. Updating the existing projecting sign with new Starbucks logo and including an internal roundel sign. Careful consideration has been taken into the proposed signage scheme taking into account the delicacy of the conservation area. The new signage will be subject to a separate advertisement application submitted to Kensington and Chelsea Borough Council.

All the above works will be totally sympathetic to the character of the existing premises and with the full written consent of the Local Authority. With the exception of the above development access to and from the building will not alter and remain the same.

### **Layout of the Development**

The existing building remains in its current location. Nearby roads and parking facilities should not be affected as part of this proposal. The store will not be increasing in size and therefore should not have any impact on the existing traffic use within the surrounding area or on existing retail units in terms of trade and congestion.

For the location of this building please refer to the ordnance survey map enclosed highlighting the building in red. The block plan indicates the location of the new awning in relation to its surroundings.

### **Appearance**

All additional colours and materials will be kept in accordance with the same standards used throughout all Starbucks Coffee Shops.

### **Conclusion**

In summary, the above proposal will provide the chance to update the Starbucks Coffee Shop in line with the requirements of the local planning authority. The external alterations will substantially improve the general appearance of the shop front and will be in keeping with the character of the existing building.