

DESIGN & ACCESS STATEMENT



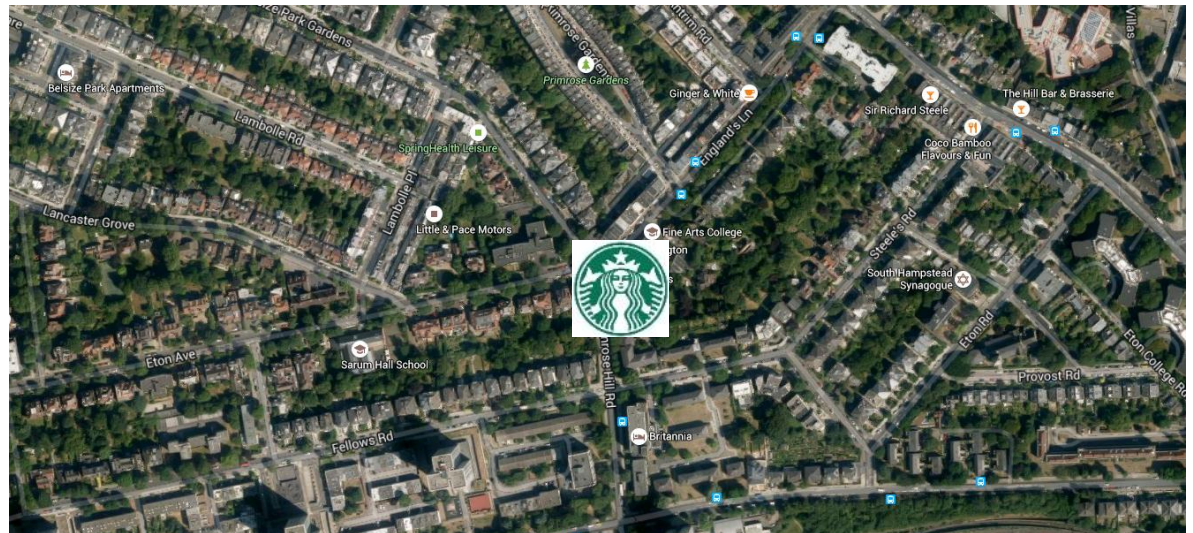
Starbucks Coffee Shop, 57 England Lane, Belsize Park, London, NW3 4YD

Introduction

On behalf of Starbucks Coffee Company Evolve RPS have prepared plan and elevation designs for an existing Starbucks Coffee Shop located on 57 England lane, London. The proposed works will see the internal shop space and external elevations refurbished with Starbucks new colour scheme and branding. The shop external works will require both planning and advert consent from Camden Council.

The building is located within the Belsize Park conservation area, but not located within a listed building.

Google Maps – Site Location Plan



Amount of Development

Planning permission is required for storefront alterations being made to the Starbucks Coffee Shop located on 57 England Road, the alterations will see the shopfront wordmark altered and store re-painted.

Please refer to below for further details on each element;

- 2 no. wordmark removed from the Primrose Hill Elevation, one to be reused with Swan neck lighting and placed in the middle of the elevation. Please refer to Proposed Elevations for further information.
- All existing shopfront to be repainted to a Dulux 61YY 89/040 RAL: 9010 this will see the stall riser's, window frames, swan neck lighting, entrance door and fascia's repainted and repaired to be like new.
- The entrance door will see the addition of a new kick plate to the bottom of the door finished Dulux 61YY 89/040 RAL: 9010 to match store front.
- External seating area will see the addition of two external barriers constructed from a metal frame and canvas insert with white wordmark. The barriers provide the opportunity to allow customers to enjoy Starbucks Coffee outside.
- The existing external seating will see the existing metal and wooden chairs replaced with new ornate woven bistro seating which will match the existing store front.

All the above works provide the opportunity to update and tidy the store both inside and out, the refurbishment 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.

As part of the new fit out new signage is proposed with the relocation of a wordmark and new vinyl insert to projecting sign which will be subject to a separate advertisement application submitted to Camden Council.

Layout of the Development

Nearby roads and parking facilities should not be affected as part of this proposal.

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 introduce a new Starbucks Coffee Shop in line with the requirements of the local planning authority.

Site Photo

