

38 EARLHAM STREET

SHOPFRONT ALTERATION AND PROJECTING SIGN
INSTALLATION FOR ROCOCO CHOCOLATES



Rev. Description Date:



DESIGN CONSULTANTS
 1 BEDFORD MEWS, LONDON N2 9DF
 TEL 0208 444 8244 EMAIL studio@blass.co.uk WEB www.blass.co.uk

Client: ROCOCO CHOCOLATES

Project: 38 EARLHAM STREET
 WC2H 9LH

Title: SEVEN DIALS
 CONSERVATION AREA

Scale: NTS Date: 19.10.16

Drawn: KK DWG. No. 10823/00

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NO. 38 EARLHAM STREET IS A GRADE II LISTED BUILDING AND IS LOCATED WITHIN THE SEVEN DIALS CONSERVATION AREA

ROCOCO CHOCOLATES LTD HAVE JUST ACQUIRED THE COMMERCIAL GROUND AND BASEMENT FLOORS AT NO. 38 EARLHAM STREET TO OPEN THEIR SHOP

ALL ALTERATIONS HAVE RECEIVED THE LANDLORD'S APPROVAL AND CONSENT

NOVEMBER 2016

NO. 38 EARLHAM ST



NO. 36 EARLHAM ST EXAMPLE OF PROJECTING SIGN



CAMBRIDGE THEATRE



EXAMPLE OF PROJECTING SIGN



NO. 38 SHOPFRONT
ALL EXISTING FEATURES INCLUDING SHUTTERS, SASH WINDOWS, DOORS AND FOOTWAY AND COLOUR OF THE SHOPFRONT TO BE RETAINED AS EXISTING.

EARLHAM STREET VIEW AND EXISTING PROJECTING SIGNS VISIBLE

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HERITAGE AND DESIGN STATEMENT (WITH REFERENCES TO THE SEVEN DIALS CONSERVATION AREA STATEMENT)

ROCOCO CHOCOLATES

ROCOCO CHOCOLATES WAS FOUNDED IN MARCH 1983 BY CHANTAL COADY. 26 YEARS LATER AND THE AUTHOR OF THREE BOOKS ABOUT CHOCOLATE, SHE STILL PUSHES FORWARD TO BOUNDARIES OF CHOCOLATE RETAILING WITH 3 SHOPS IN LONDON – THE ORIGINAL KINGS ROAD STORE, MARYLEBONE HIGH STREET, AND A FLAGSHIP STORE WITH ITS OWN CAFE, KITCHEN AND CHOCOLATE SCHOOL ON MOTCOMB ST IN THE HEART OF BELGRAVIA.

CHANTAL COADY AND ROCOCO CHOCOLATES WERE AWARDED A SPECIAL PRIZE FOR 'CHANGING THE WAY PEOPLE THINK ABOUT CHOCOLATE' AT THE ACADEMY OF CHOCOLATE AWARDS 2008

SEVEN DIALS CONSERVATION AREA

THE SEVEN DIALS CONSERVATION AREA EXISTS TO COMBINE THE CONSERVATION OF THE BUILT HERITAGE WITH THE VIBRANT AND EXPANDING ECONOMIC ACTIVITY. THIS APPLICATION RELATES TO THE SEVEN DIALS AREA.

THE DISTINCT LAYOUT AROUND THE SEVEN DIALS IS THE LEGACY OF AN AMBITIOUS BUILDING PLAN DEVISED BY THOMAS NEALE, A MASTER OF THE MINT, AT THE END OF THE 17TH CENTURY. THE PLAN WAS UNIQUE, THE ONLY ONE OF THE 17TH AND 18TH CENTURY DEVELOPMENTS IN THE WEST END WHICH DEPARTS FROM A GRID PLAN. INSTEAD A RADIATING THE AREA. SINCE THE MARKET EXAMPLES OF COMMERCIAL ASPECTS DOMINATING THE AREA. SINCE THE MARKET CLOSURE IN 1973-4, THE COVENT GARDEN ACTION AREA PLAN ENSURED THE FUTURE FOR MIXED USE SCHEMES.

EARLHAM STREET

EARLHAM STREET IS PREDOMINATELY FOUR STOREY WITH THE SCALE AND PLOT SIZES OF THE ORIGINAL SEVEN DIALS ALTHOUGH IT WAS ALMOST ENTIRELY REBUILT IN THE 1880S AS PART OF THE WOODYARD BREWERY. A FEW 18TH AND EARLY 19TH CENTURY TERRACED BUILDINGS REMAIN, IN PARTICULAR THE SECTION ON THE SOUTH SIDE NOS. 14-26. BETWEEN SEVEN DIALS AND NEAL STREET THE STREETScape IS NOTABLE FOR REINSTATEMENT OF ORIGINAL PAVING MATERIALS PLUS VICTORIAN GAS LANTERN STYLE STREETLIGHTS.

NO. 38 EARLHAM STREET

NO. 38 EARLHAM STREET (ALONGSIDE NOS 36 AND 40 FORMS PART OF A C19 GRADE II LISTED TERRACE WHICH IS 4 STOREYS OVER BASEMENT. IT IS LIKELY THAT THE TERRACE WAS BUILT AS THREE DWELLINGS, ALTHOUGH THE GROUND FLOOR LEVEL HAS BEEN SUBSEQUENTLY REMODELED IN THE C19 TO ACCOMMODATE SHOP PREMISES, AND SUBSEQUENTLY REFURBISHED IN THE 1990S.

WITH A NUMBER OF IMPORTANT FEATURES SUCH AS THE CENTRAL EIGHT OVER EIGHT PANE HORNLESS SASH WINDOW WITH SHUTTERS, THE PROPERTIES ARE OF INTEREST AS A SURVIVING EXAMPLE OF AN EARLY C19 TERRACE SITUATED WITHIN THE SEVEN DIALS CA. IT IS NOTED AS A SHOPFRONT OF MERIT FOR ITS HISTORICAL FEATURES. TRADITIONAL MATERIALS AND STREET FEATURES WHICH ENHANCE THE CONSERVATION AREA ARE NOTED AS THE GRANITE SETT CARRIAGEWAY AND YORK STONE FOOTWAY.

PROPOSALS

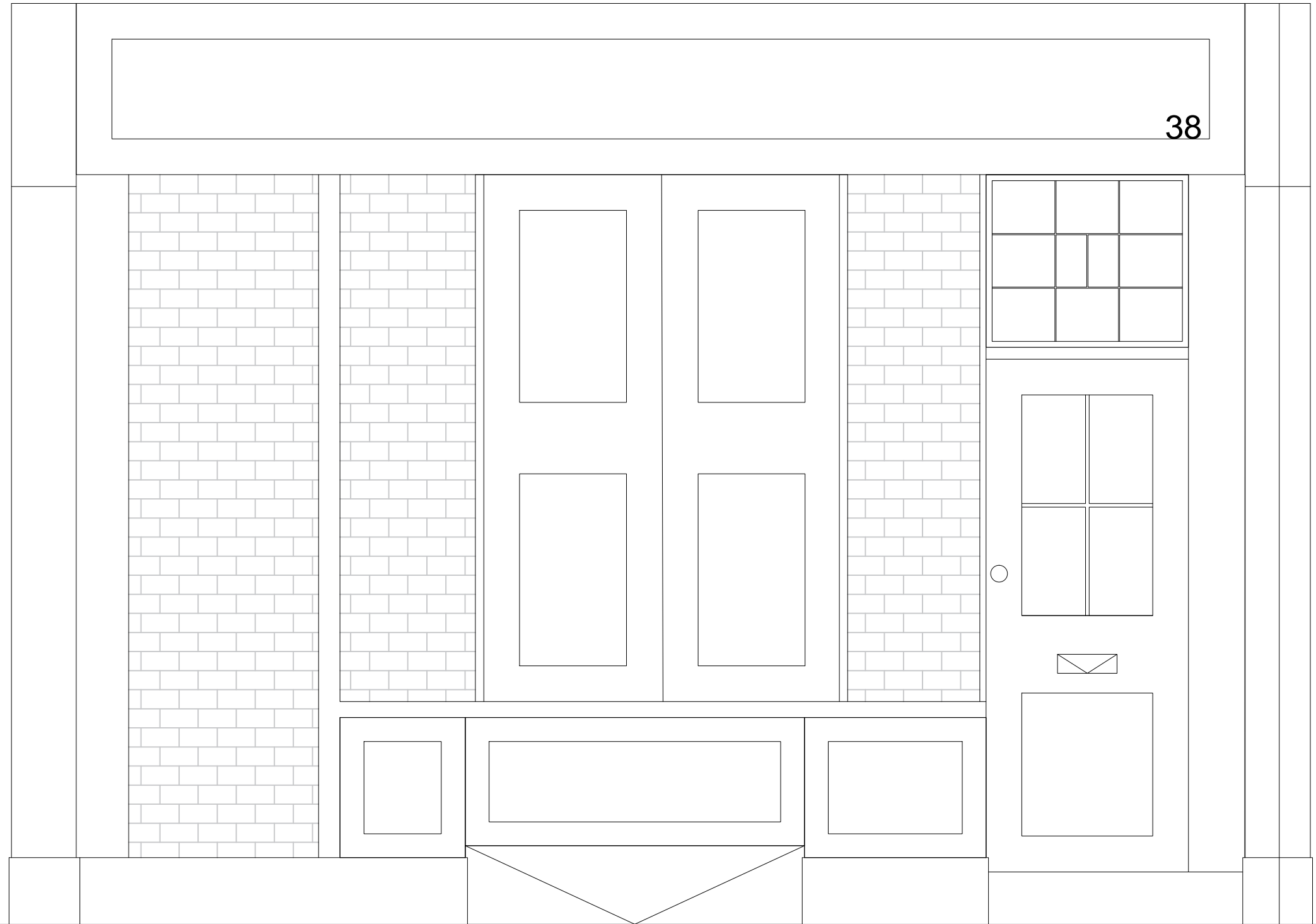
ROCOCO CHOCOLATES HAVE THE TENANCY FOR THE GROUND AND BASEMENT FLOORS, RETAINING THE SPACE AS A COMMERCIAL UNIT AS IT HAS BEEN FOR A LOT OF ITS HISTORY. THE LANDLORD HAS APPROVED AND GIVEN CONSENT FOR THE PROPOSED ALTERATIONS AND SIGNAGE. WHILST ALL EXISTING FEATURES ARE TO BE RETAINED THERE ARE TWO ELEMENTS TO THE ALTERATIONS, NONE OF WHICH OBSTRUCT OR ARE UNSYMPATHETIC TO THE DECORATIVE FEATURES - NAMELY THE CORBELING (PLEASE REFER TO THE ACCOMPANYING DRAWINGS):

SHOPFRONT COLOUR - RETAIN AS EXISTING

SIGNAGE - MATT GOLD VINYL LETTERS TO IMITATE HAND PAINTED SIGNAGE APPLIED ON FASCIA

PROJECTING SIGN - 450MM X 450MM WOODEN SIGN PAINTED TO MATCH EXISTING FASCIA COLOUR FROM MINIMAL PROJECTING POLE BRACKET (ALSO IN THE COLOUR TO MATCH EXISTING FASCIA) WITH MATT GOLD VINYL LETTERS APPLIED.

THE SHOPFRONT AND SIGNAGE PROPOSALS ARE SEEN AS SYMPATHETIC IN DESIGN TO THE CHARACTER OF THE CONSERVATION AREA, REVITALIZING THE GRADE II PROPERTY AND BRINGING A HERITAGE BRAND TO EARLHAM STREET.



EXISTING SHOPFRONT

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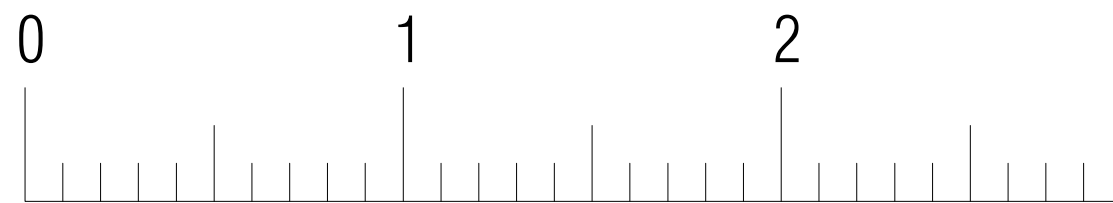
Title: EXISTING
 SHOPFRONT

Scale: 1:20 Date: 19.10.16

Drawn: KK DWG. No. 10823/01.1

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EXISTING SHOPFRONT
 SCALE 1:20



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VINYL GOLD LETTERS (TO IMITATE HAND PAINTED SIGNAGE) APPLIED TO EXISTING BLUE FASCIA.

NON ILLUMINATED PROJECTING SIGN - WOOD PAINTED TO MATCH EXISTING FASCIA COLOUR WITH GOLD LETTERS



B	PROJECTING SIGN LOCATION UPDATED	10.01.17
A	NOTES UPDATED	02.12.16
Rev.	Description	Date:



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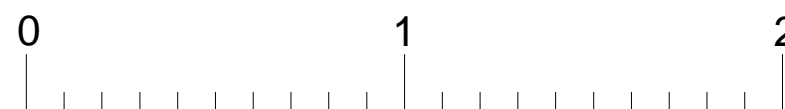
Title: PROPOSED
SHOPFRONT

Scale: 1:20 Date: 26.10.16

PROPOSED SHOPFRONT
SCALE 1:20

PROJECTING SIGN SECTION
SCALE 1:20

Drawn: KK DWG. No. 10823/04 B



SCALE IN METERS

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