

DESIGN & ACCESS STATEMENT

216 Shaftesbury Avenue, London WC2H 8EB

1.00 Introduction

1.01 Prime Gelato Limited wishes to make alterations to the existing unit previously used by Flight Centre and to create an ice-cream parlor.

1.02 The unit occupies the basement and ground floor.

1.03 The property is within a Conservation Area.

1.04 The property is classified as a Grade II Listed Building. List Entry No. 1245859.

2.00 English Heritage – Listed Building description:

EXTERIOR: 5 storeys and attics. Profoundly asymmetrical composition. Angled 2-bay range with projecting 2-storey oriel adjoins Shaftesbury Theatre (qv), then 13-window range to Shaftesbury Avenue. Corner bartizans with projecting turrets, that and its adjoining bay to Grape Street with machicolations, as has a similar turret to right of centre of main composition and two 3-storey oriels. These and oriel set over entrance to chambers at right of composition are all mounted on fat columns set between shopfronts and first-floor former showrooms, and with undersides embellished with organic decoration. The other shops separated by fluted Roman Doric engaged columns with dentil cornice, over which are first-floor former showrooms separated by engaged Ionic columns. The shopfronts largely renewed in sympathetic fashion: that to No.218 may be original; first-floor showrooms, now offices, with large plate glass windows under small-paned top lights, little altered.

3.00 Proposal

3.01 Prime Gelato Limited takes the quality of the ice-cream as a primary scope for their business. The ice-cream production will be undertaken on site and the laboratory directly visible through a glass screen partition at ground floor.

3.02 Minor internal alteration will be made to adjust the current layout to Prime Gelato needs. the creation of a lobby at basement level and a separate store area are needed to comply with the latest Food Hygiene policies.

3.03 Externally, Prime Gelato would like to introduce an 'halo' illuminated sign with an aluminum background and to replace the current hanging sign with their logo. A Display an advert application has also be submitted to Camden Council.

3.04 The introduction of an awning would also help to match No 218 & 220 shopfront.

3.05 The proposal also includes the installation of external condensers to the rear courtyard were many other mechanical services are currently present. A Planning application will also be submitted to Camden Council to comply with the noise levels indicated by the Council.