

Design & Access Statement

OSEYO

KOREAN FOOD AND CULTURE HUB

158 Camden High Street, London, NW1 0NE

Site and Location:

The proposed site is situated within the main retail high street of Camden.

Purpose of the proposal:

This application is to replace the aluminium shop front with new one. Install a new fascia panel with illuminated lettering / logo & projecting sign. All as detailed within the accompanying plans.

Relationship to the existing building:

The shop is located at ground floor level of the building and the new design of the shopfront has been designed to be better related to the neighbours' and to enhance the overall appearance. The new shop front is to be made of full height glass with fascia. Therefore, the new proposal will replace existing old shopfront made of thick aluminium frame window and doors.

Scale:

The existing building is to be retained and no changes are to be undertaken to affect the overall height and scale of the building. The scale of the proposal is in keeping with the building and the surrounding area. The existing shop used to be a furniture shop and a mini cab office and the proposed one will be used as a retail shop. Therefore, we are proposing to install a new shopfront and signage for the new store. Although we only propose to change the shop front, it will make the shop more attractive and brighter, especially with the replacement of roller shutter box which is currently projected outside the shop but it is proposed to be placed inside, and it will have a much more appealing uniform entrance, eliminating the additional entrance for the minicab office, which is disturbing the harmony of the street elevation for the whole block.

Discussions with neighbours:

All the changes proposed have been discussed with neighbours within the block and there was no loss amenity as a result of the proposal.

Public Access:

The public access in to the building will be from the level external hard pedestrian landscaping.

Vehicular Access:

Vehicular and transport links to and from the store are all as existing with access to the existing public transport links pre-determined and are not revised or amended in anyway by the proposed works.

Landscape:

All the external landscaping is to be retained as existing and the proposal does not include any landscaping works.

Materials and maintenance:

The proposed materials will be much those of existing. However, in order to brighten up the area, the proposed shopfront is made of full height glazing glass. The new shop sign will be made directly onto Eco-friendly Recycled Timber Effect Plastic Cladding for natural look and feel. The proposed materials are easy to clean and maintain against pollution on a regular basis.

Impact on the street scene:

The area gets very dark at nights and even during the day, the proposal seeks to improve the appearance and to increase security after dark by providing illuminated signs which do not cause light pollution.

Sustainability:

In order to be sustainable environmentally, we are going to apply v-cladding for the shop front fascia panel which has been recycled and can be recycled after its life. Please refer to the details provided.

Waste and recyclables:

Not Applicable