

**PLANNING SUBMISSION DOCUMENT**

**DESIGN AND ACCESS STATEMENT**

Planning application for the new SHIRO shop at 63 Monmouth Street

**SHIRO**

63 Monmouth Street

London

WC2H 9DG

**Prepared by**

Office Sekkei Europe Ltd

101B Business Design Centre

52 Upper Street London

N1 0QH

TEL 020 7288 1000

[www.officesekkei.com/uk](http://www.officesekkei.com/uk)

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## **Introduction**

This Design and Access Statement is submitted in order to support the application for the proposed works to the external shop front at 63 Monmouth Street.

The applicant wishes to improve and restore elements of the traditional façade, The property already represents the quality of Central London traditional masonry architecture, strong well defined materials, discrete proportions, re-strained but always beautiful and elegant decorative aesthetic details. The design approach used here which supports traditional materials is in line with the areas Conservation policy guidelines and therefore we feel largely supportive to the Planning Control process.

The property has been used as a shop for many years. The store will now be operated by SHIRO owned by the applicant, Laurel Europe Ltd- this is a women's cosmetic/skincare product brand that is highly conscious of environment and natural ingredients.

## **Background to the proposal**

Ownership: This building is owned by Shaftesbury Covent Garden Limited of 22 Ganton Street, Carnaby London W1F 7ED

Applicant: Laurel Europe Ltd of 33e Kings Road, London SW3 4LX

## **Site location/Description**

The property is located at the 63 Monmouth Street. This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest. It belongs to the conservation area of Seven Dials (Covent Gardens).

The fascia panels are timber currently painted in white. The same paint finish is applied to the below window stall risers.

## **Existing facade**



## **Existing Use**

The building use remains as per original use. No change is proposed.

## **Proposed Use**

It is therefore proposed there is no change to the building use.

## **External and Appearance**

Brickwork: All the existing details of the Façade will be retained. No structural changes are proposed.

Shop Front: The shop front proposal retained all the existing window frame and mullion details on no.63 which are all the elements that form part of the historic heritage that should be preserved in accordance with the Seven Dials Renaissance Study Volume 1 1998.

Signage: Proposing non-illuminated 3D letter sign (600mm x 325mm) to be installed on the fascia pane and non-illuminated projection sign (1000mm x 600mm) onto the bracket to be installed by the owner for which application has been granted. Both of signs are similar to the existing ones in the street. Sections of the signs' detail are in attached drawings.

Main Entrance Door: The applicant proposed to leave as main door and re-painted with a coloured paint in a carefully selected tone in accordance with the Seven Dials regulation.

## **Heritage Statement**

The building at 61-63 Monmouth Street is listed and the importance of preserving the fine details and composition of the façade is recognised by the applicant.

According to the Conservation Area Statement – Seven Dials (Covent Gardens) the shopfront at no.63 is a shop front of Merit as it contributes to the character of the area and are of townscape merit.

No materials' change are proposed.

## **Access and Accessibility**

The existing vehicular access to is unchanged. All pavements and vehicular accesses remain per existing conditions.

## **Summary**

Detail considerations have contributed to the design for the SHIRO façade. This has been carefully orchestrated in order for the design to blend and respond in a highly complementary with the historic context.

The applicant's vision is for a traditional appearance façade with the use of high craft details and design and a modern finishes approach with subtle toned colours and robust, well engineered finished that will stand and the test or time and patina with natural weather processes.