



SHELTON STREET

NOVEMBER 2017

DESIGN AND ACCESS STATEMENT

Client: Shaftesbury Covent Garden Limited
Address: 22 Ganton Street, London W1F 7FD

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Written by: VT
Checked by: JB

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1. INTRODUCTION

1.1 PROJECT BACKGROUND

43 - 47 Shelton Street is a property in Central London owned by Shaftesbury Covent Garden Limited. The property consists of a single retail unit on the ground floor, with residential units above. The client seeks to convert the retail unit on the corner of Shelton St and Endell St into four smaller units and alter the shopfront to accommodate these changes. Non-illuminated signage has also been proposed for each of the new individual units and does not form part of this application. The proposed signage falls under Deemed Consent of the 2007 Advertisement Regulations.



2. SITE AND CONTEXT

2.1 Site Location

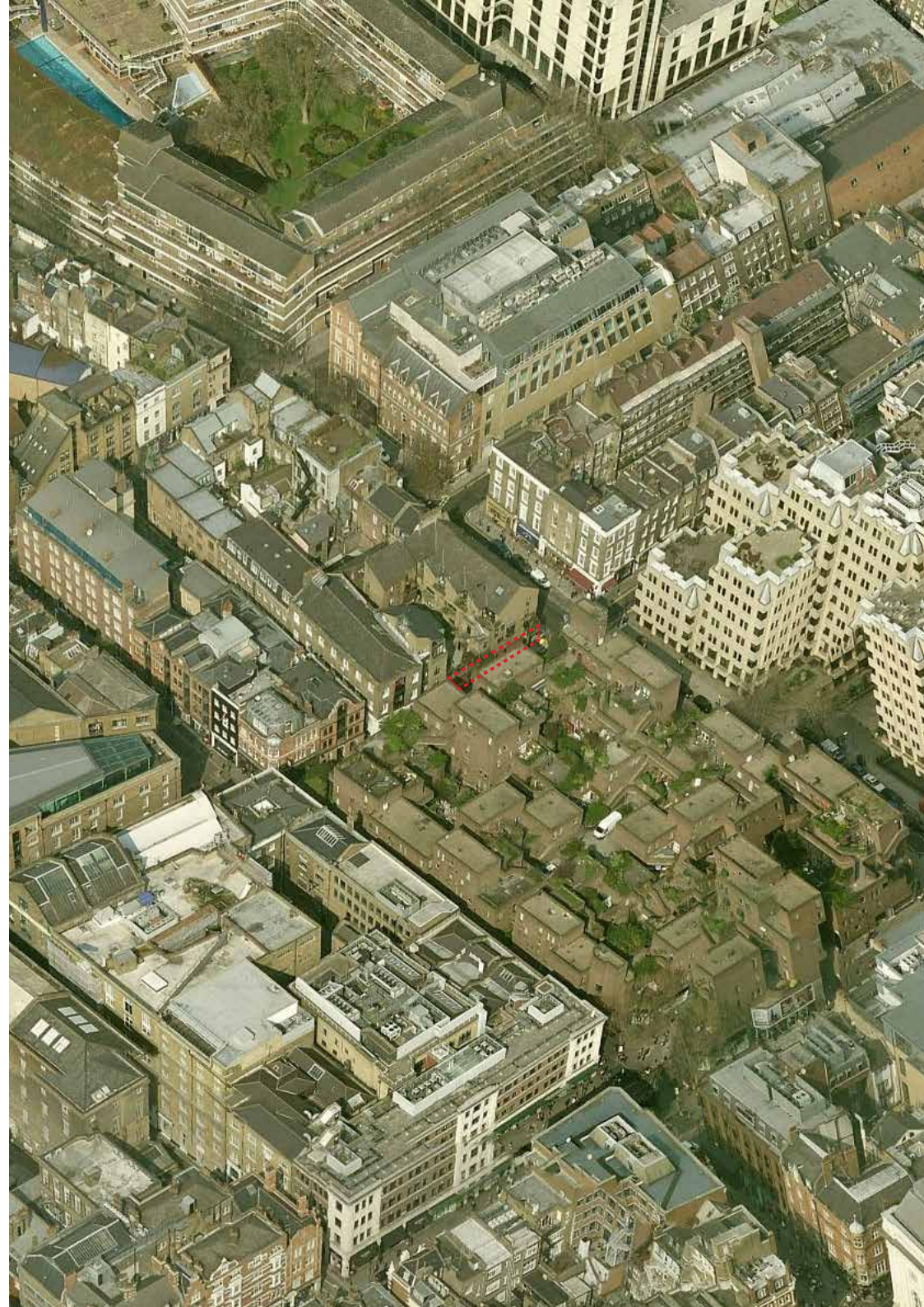
43- 47 Shelton Street, London, WC2H 9HJ

43 - 47 Shelton Street lies in the London Borough of Camden a few minutes north of Covent Garden Underground Station. The site is owned by Shaftesbury Covent Garden Limited; currently, the ground floor is a vacant retail unit, with residential units above. The ground floor has an approximate Site Area: 523sqm or 5629sqft, not including stair cores.

The Camden Policy Map identifies the site to be located in:

- Central London Area (Clear Zone Region) CLA
- Conservation Area; Seven Dials (Covent Garden)

The surrounding area is a dense urban location - just around the corner from Covent Garden Underground Station. The area comprises a mixture of uses; residential, office, retail, restaurant and entertainment. Shelton Street houses several large chain eateries in the local vicinity such as Costa and Pret A Manger whereas Endell Street has more of a diverse mix of independents.



2. SITE AND CONTEXT

2.2 SITE PHOTOS



1. View from Shelton Street
2. View from rear courtyard into retail unit
3. View of rear courtyard
4. View from Shelton Street to frontage
5. View from Shelton Street to communal entrance

2. SITE AND CONTEXT

2.3 STREETScape

Endell Street is characterised by predominantly four storey buildings of different architectural quality and design. Generally there are retail or cafe/ restaurant units at ground floor and residential units above. The area along Endell Street to the south east of the site comprises larger, more modern buildings.

Directly opposite the site along Shelton Street is an access to an underground car park with a large modern block of low architectural quality. The character of the buildings becomes more traditional as one moves southwest from the site.

Materials and designs used for shopfront designs in the local vicinity are varied and include painted timber, slatted timber, highly glazed aluminium framed openings, canopies and blade signs.



3. PROPOSAL

3.1 USE AND AMOUNT

The proposal seeks to replace the existing vacant retail unit for four smaller retail units. Three units will be accessed off Endell Street whilst the fourth unit will be accessed off Shelton Street. The entrance to Unit 2 will be located at the junction of the two streets.

The proposed unit sizes are as follows:

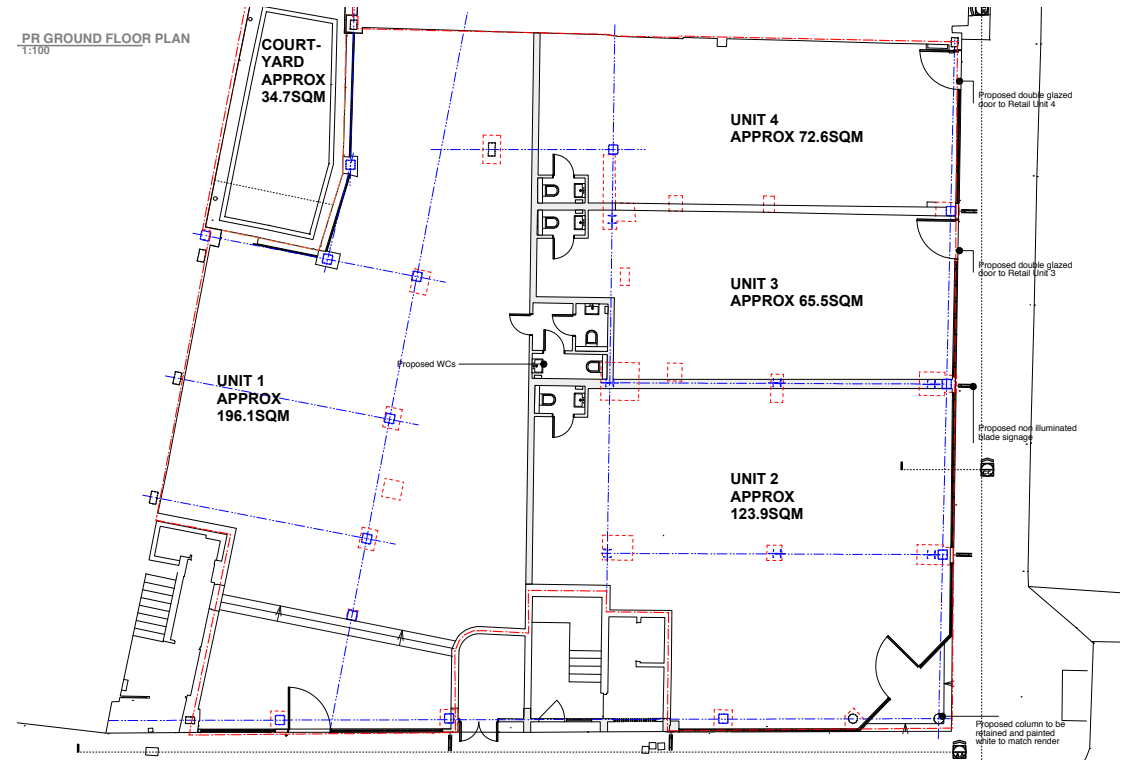
Unit 1 - 196.1sqm
Unit 2 - 123.9sqm
Unit 3 - 65.5sqm
Unit 4 - 72.6sqm

No additional floor space is created as part of this proposal.

3.2 LAYOUT

The proposal seeks to subdivide the existing unit into four units, with one large unit running the length of the site including the courtyard. The other three units will be smaller and will be accessed off Endell St. The existing stairwells and bin store will remain as existing.

Each unit will have it's own street access which will have steps up from the existing pavement.



Proposed Ground Floor Plan

3. PROPOSAL

3.3 SCALE AND APPEARANCE

The proposal seeks the alteration and improvement of the existing shop facades. The existing elevation features dated red awnings with heavy brick piers and large signage which dominates and overshadows the facade. The proposal seeks to replace the brick with a white render facade on the ground floor only.

Care has been taken to ensure the overall street elevation reads as a whole whilst still providing an identifiable shopfront for each new unit. The retention of large glazed openings provide an interest and compliment the modern façade of the upper floors.

As the site slopes away from the junction between Endell st and Shelton st a the stall riser acts as a datum line tying each of the shopfronts together. This will be in an anthracite grey to contrast with the white render and to match the existing cladding to the entrance to the residential units above.

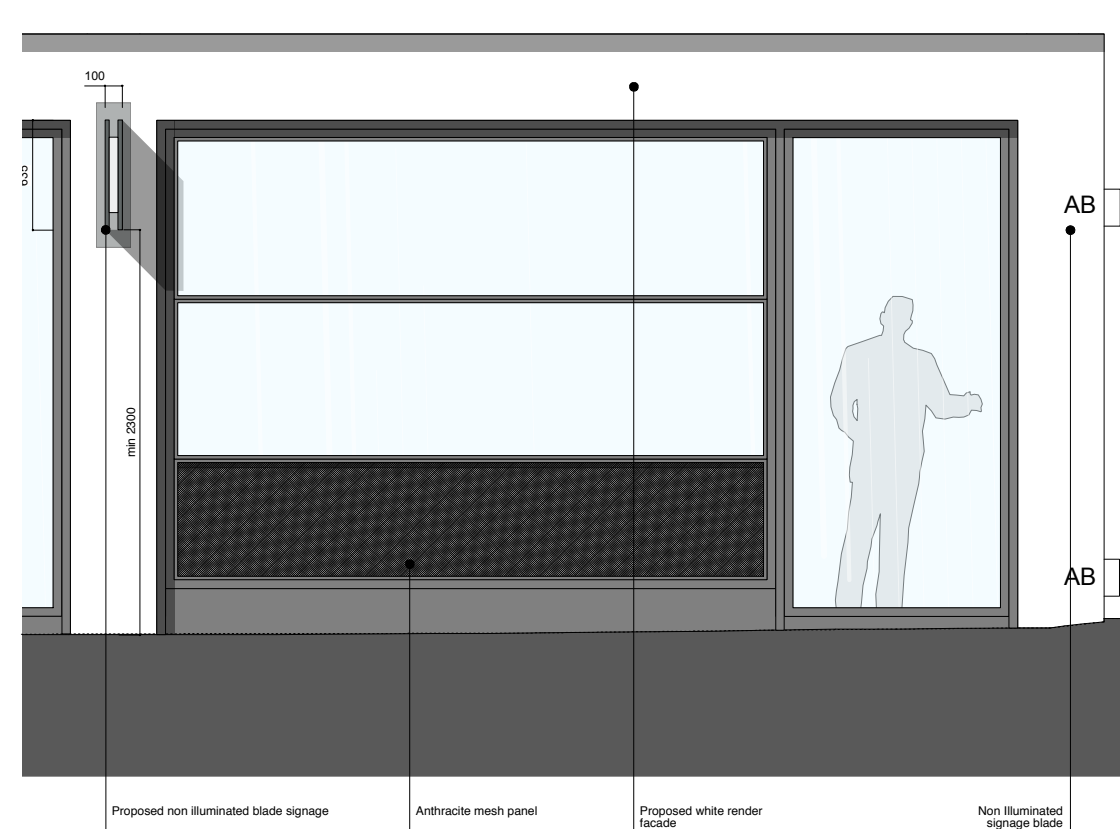
Non - Illuminated blade signage has also been proposed within the scheme. The top of the signs will remain level with the height of the glazing and will be a minimum of 2.3m above the street level, which should provide ample room to move about underneath.

The main concepts governing the appearance of the retail units are described below:

1. Powder coated aluminium in anthracite grey stall riser as a datum line
2. Large pieces of glazing to allow as much light as possible into the deep plan and provide interest to passing shoppers who will be enticed into the retail units.

3.4 MATERIALS AND DETAILING

The proposed elevations will have large glazed openings with a dark anthracite grey frames which will match the grey stall risers. The proposed white render will complement the existing brick facade above which has been retained.



Proposed Partial Endell St Elevation

ADVENTURE IN ARCHITE

The proposed security measures will be in keeping with SD20 of the Seven Dials Conservation Area.

The proposed glazing will be toughened glass instead of of grilles or external shutters which would be detrimental to the appearance of 43 - 47 Shelton st.

The application is not seeking to alter the internal finished floor level of 43-47 Shelton street, therefore access to the various units will have a small step up to reach the floor level.

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Architectural elevation drawing of the rear facade of a building. The drawing includes various windows, doors, and structural elements with annotations. Key features include:

- Existing brick to be retained**: Indicated on the upper portion of the facade.
- Powder coated aluminium flashing detail in Anthracite Grey**: Specified for the window and door frames.
- Proposed white render facade**: Indicated for the lower portion of the facade.
- Proposed stall riser**: A vertical element at the base of the facade.
- Stall Riser in Powder coated aluminium in Anthracite Grey**: A vertical element at the base of the facade.
- New metal louvred doors to existing structural opening to bin store**: A set of doors at the base of the facade.
- Existing flat doors painted to match anthracite window frames**: A set of doors at the base of the facade.
- New metal louvred doors to existing plant**: A set of doors at the base of the facade.
- Proposed non illuminated blade signage**: A sign element at the base of the facade.
- Proposed anthracite mesh panel over glazing to unit with signage**: A mesh panel over a window unit at the base of the facade.
- Base of the balcony flattened off**: A note indicating a modification to the balcony structure.
- Windows not shown (Poor Visibility)**: A note indicating that some windows are not shown due to poor visibility.

The drawing also includes various technical details such as window and door sizes (e.g., 26.61m, 27.04m, 22.07m, 22.34m), material specifications (e.g., Render, Brick, Metal Handrail, Fence), and structural elements (e.g., Sign, Alarm, Signage).

Proposed Shelton St Elevation

4. CONCLUSION

We believe that the proposal should be considered acceptable for the following reasons:

1. The new proposal does not predominate the existing building and is respectful and compatible in its appropriate form and mass, and in its choice of detailing and materials
2. The subdivision of the vacant store into four separate units will provide a more active facade and will provide shoppers a more varied experience which will benefit the Seven Dials conservation area.
3. The design is a benefit to the streetscape by replacing the static glazing with large glazed areas.
4. The proposals are in line with the policies set out in the Seven Dials Conservation Area and local plan.

Adventure In Architecture° for and on behalf of Shaftesbury Covent Garden Limited.

If you have any queries relating to this document and subsequent plans and sections please contact Vicky Tippell on 0207 819 9281 or at info@adventureinarchitecture.co.uk