

Hyphen

25 Shelton Street Shopfront Design and Access Statement

Client: Shaftesbury PLC
Revision 01

1. Introduction

This Design and Access Statement has been prepared by Hyphen Architects to support a planning application for improving the new shopfront and associated internal works

The design submitted in this application follows the applications approved by consents 2017/4818/P and 2017/3487/P for the flexible use of the ground and basement floors as either a spa or retail unit.

Existing Property

25 Shelton Street was part of a large complex of 19th century warehouse-style buildings which lines this part of the Shelton Street and was formerly part of the Woodyard Brewery complex.

The site comprises a lower ground and ground retail unit with residential apartments from 1st floor above. These two levels were operated as a Thai Spa. The site has been vacant since the Thai spa operator moved out.

Design Proposal

The proposed scheme is intended to improve the shopfront to 25 Shelton Street.

Listing Status, Conservation Area

25 Shelton Street is not listed but is a positive contribution to the area. The buildings are within the Seven Dials Conservation Area.

2. Design

Design Concept

The Shelton Street entrance is established as the main entrance due to its shopfront.

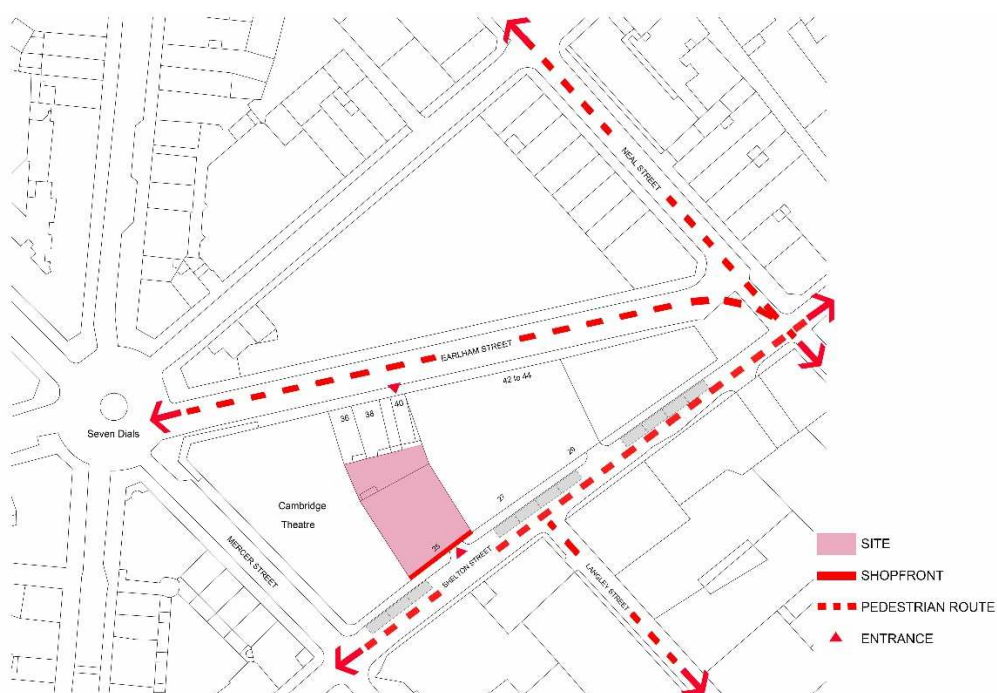


Fig. 1 Site Location: Shelton Street Shopfront and Pedestrian Routes

The 19th century warehouse style buildings line this part of the street, and the scheme seeks to maintain the existing strong black, white, red and yellow colours.

In order to restore the building to its original authentic character, this theme of black, white, red and yellow colours will be used throughout on the joinery, steelwork, brickwork and other details as appropriate. The double height stone gate frame will be re-clad with dark grey sheet metal panels, and the proposed full height display bay windows will be framed by U profile steel beams. The black granite cladding on the existing ground floor shopfront façade will be stripped away, and replaced with white render, much like the historic façade of 1974 (Fig.4) The timber panel doors of the residential entrance and the refuse storage will be replaced by dark grey metal panel doors, and the colour will match the proposed gate and window frames.



Existing London Stock Yellow Brick Dark Grey Metal Cladding White Render

Fig.2 Palette of Materials



Fig.3 Shelton Street Existing Façade, 2017



Fig.4 Shelton Street Façade, 1974



Fig.5 Shelton Street Proposed Façade

3. Access

Access to the Building

The Shelton Street entrance is the main access to the building via an internal staircase.

Drawings

The drawings attached will illustrate the design principles.

Drawing List

- A-100 Site Location Plan - 1:1250
- A-923 Shelton Street Façade Existing Elevation - 1:50
- A-942 Shelton Street Façade Existing Plan and Elevation - 1:20
- A-943 Shelton Street Façade Existing Sections - 1:20
- A-202 Shelton Street Façade Proposed Elevation - 1:50
- A-304 Shelton Street Façade Proposed Plan and Elevation - 1:20
- A-305 Shelton Street Façade Proposed Sections - 1:20

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