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THE CAMBRIDGE SATCHEL COMPANY

London – Neal Street

Design, Access & Heritage Statement

1. Introduction

1.1 The Site

The existing retail unit/shop is located on Neal Street, a short walk North-West from Covent Garden station

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| Site Location | 37 Neal Street, London, WC2H 9PR |
| Building Type | Retail High Street |
| Gross Floor Area (m ²) | 165m ² / 1774 sqft |
| Number of Floors | 2 (ground floor and basement only) |

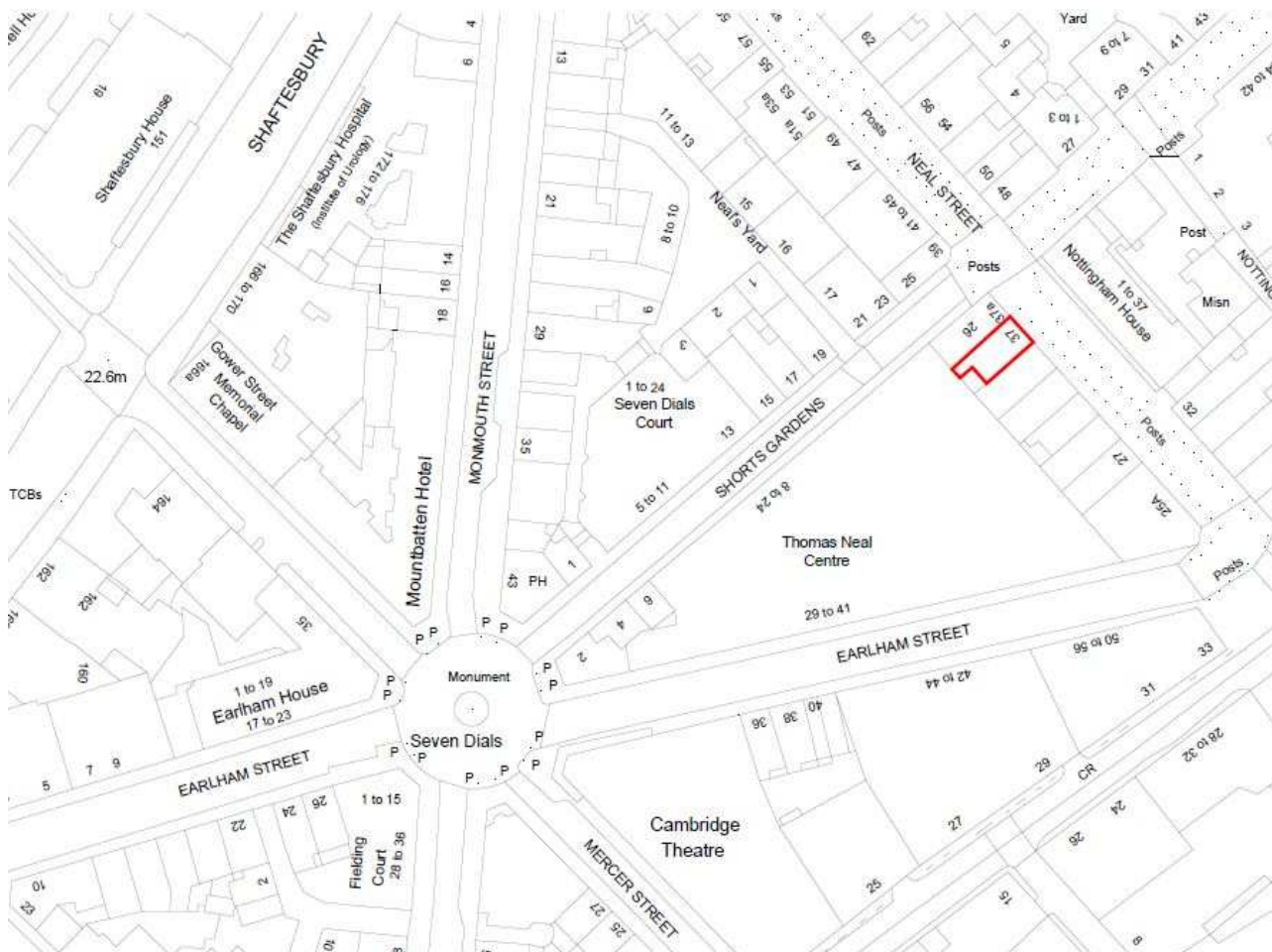


Fig. 1_OS Map of building – site outlined in red

1.2 A brief history of the area

Neal Street lies within Seven Dials, North-West of Covent Garden. Seven Dials was originally laid out by Thomas Neale, MP in the early 1690s, who cleverly laid out the area in a series of triangles to maximise the number of houses as rentals were charged per foot of frontage and not per square foot of interiors. [1]

¹ <https://www.sevendials.co.uk/history/> accessed 01/03/2019]

1.3 The Proposals

This Listed Building Consent and Advertisement Consent application covers the following:

- Repainting of existing shopfront
- New Fascia signage
- New Hanging Board signage
- Minor internal works with no affect on original building fabric.

2. Existing Arrangement

2.1 The Shopfront

The building has a brick façade with a wooden clad shopfront at ground floor level. This style is similar to many other shopfronts on the road.

The painted shopfront has two entrance doors, the left door acting as the primary door to the retail space. The one central sash window at ground floor is flanked by shutters and mouldings.



Fig. 2_Shopfront as Existing

2.2 The Surrounding Shopfronts



Fig. 3 & 4_ 'Ollie Quinn and Lee' to LHS and 'Realbuzz' to RHS.

The stores to the left have similar styles of shopfront to 37 Neal Street. Fascia signage for the stores are typically non-illuminated and projecting away from the shopfront on pins. Many of the stores also have hanging signage at first floor level.

The shopfront to the right (Realbuzz) deviates in the typical style with a vaulted entrance way. This style is also repeated with 25 Neal Street at the end of the row of shops.

3. Design Statement

3.1 Shopfront

The existing storefront will only be repainted; with a Dulux Heritage Sky Blue, exterior satin paint as recommended by the landlord of the building.

3.2 Signage

New fascia signage (non-illuminated) will be installed centrally in the existing signage band above shop entrance. A hanging sign will also be installed matching the neighbouring stores.

3.3 Internal Works

The proposed internal works comprise new balusters and handrail to the existing stair leading from ground floor (retail) to basement (Back of House). A new fire rated partition and doors will be installed in the basement to form a new stockroom, an additional new WC and new kitchenette provision will be installed for staff use.

4. Access Statement

The existing store entrance is around 165mm above the pavement and has stepped access into the store. No change proposed. For this small retail area with limitations for wheelchair access, the user will endeavour to meet the needs of any disabled customers in line with their current operational policy.

5. Heritage Statement

The internal fabric has been carefully assessed. The premises has undergone significant works over time and has limited internal features of merit which remain. We consider that the works proposed will not irreversibly damage or affect any part of the listed building's special architectural or historic interest. The works will not impact upon the amenity of adjacent premises. The choice of colour finish to the shopfront has been recommended by the building landlord and remains similar to the existing painted finish.

| Prepared by | Checked by | Date | Revision |
|-------------|------------|------------|----------|
| NF | PD | 06/03/2019 | A |