

Design & Access statement  
Full Planning consent  
Conservation area.

13<sup>th</sup> April 2021

**CASA TUA DELIZIE**  
**170 Royal College Street**  
**London**  
**NW1 0SP**

## ***Assessment of the Site and Surroundings***

The Camden Broadway Conservation Area is a small area comprising a mix of commercial and residential uses. A short stretch of Royal College Street from the canal to just north of Camden Road falls within the Camden Broadway Conservation Area.

The East side of Royal College Street, nos.168- 178a (even) comprises of a terrace of shop units with accommodation over Ground floor. The terrace is constructed from yellow London Stock bricks. These buildings have been refurbished and partially rebuilt in the original style over their lifetime to accommodate different businesses. They generally have shopfronts at ground floor with a full width fascia sign over, and at first floor, the windows are formed in shallow recessed round brick arch detailing. This terrace dates from the early 19th century and, above ground floor, has similarities in design to terraces in Randolph Street and the east side of Camden Road. Though somewhat altered in appearance this terrace retains a significant historic character and appearance typical of the Camden Broadway Conservation Area, including generally sympathetic shopfronts and shopfronts with historic features such as corbelling at nos. 168, 174, 176 and 178.

The new tenant, CASA TUA DELIZIE plans to continue to enhance Royal College Street's valuable business offers which serve the local community. Their success with a café at 176 Royal College St has allowed them to open a new venture at 170 Royal College St. A delicatessen offering quality Italian goods including ice cream.

Due to their reputation as a quality Italian purveyor, CASA TUA's aim is to create an attractive, inviting shopfront which will enhance the terrace with a refurbished façade at ground floor and improved quality signage. All proposed work will be in line with the published guidelines of both the landlord's requirement and Camden Council (Design CPG1).

External alterations are proposed to be undertaken using appropriate materials in keeping with the adjacent businesses. Signage will be unobtrusive and appropriate to its surroundings.

In summary, the goals of landlord, council, occupiers and new tenant are the same: to continue the reputation of Royal College Street as a vibrant business area whilst maintaining its unique architectural character and historical significance.

## ***The Purpose of the Proposal***

This project comprises the creation of a new delicatessen at 170 Royal College St to replace the existing nail bar which has now vacated the premises. The proposal creates an attractive delicatessen that blends with its surroundings and enhances the local streetscape (largely other small café and retail shops) along this stretch of Royal College Street. To do so, careful attention has been given to design guidelines published by the Camden Council during the design process. The proposed planning use is E(a) which we understand broadly replaces previous A1 use class. A1 is the current use.

## ***The Proposed Works to the Existing Building***

The existing (modern) shopfront is 'non-building regulations' compliant and poorly constructed and at the end of its life having suffered from rot. We propose to replace it with a precision, coated aluminium framed glass shopfront with large open glass doors which will allow natural light to reach to the back of the store. In order to maximise natural ventilation the shopfront will be able to open up with concertina doors to allow fresh air into the whole of the store. The colour of the shopfront frame is proposed to be 'pistachio' green.

All proposed changes have been discussed with and agreed to in principle by the landlord. A formal application for their approval is being submitted at the same time as this planning and listed building application.

The proposed exterior changes are relatively limited: Replacement of the shop window / door frames at Ground floor. Replacement of the fascia and advertising signage to replace the existing nail bar sign. The new signage will comply with Camden Council guidelines for signage. The door and frame to the apartments upstairs will remain untouched.

The proposed works will have no effect on the existing public routes. The area between the shopfront and the back edge of pavement will be re-covered in non-slip tiles to improve safety and to control spray from the road in wet conditions. The access to the apartments above will be separated with new metal railings to avoid encroachment by customers to the delicatessen on the access route.

Currently the soffit and the face of the existing shopfront does not line through with the soffit or face of the fascia of 172 Royal College Street and at 170, a large shutter box has been fixed onto and forward of the fascia. This is incongruous and ugly currently. The shop signage is currently illuminated with large LED floodlights. These currently sit on top of the shutter box. We propose to line through the shopfront fascia in order to improve the continuity of the lines with the adjacent shop at 172 Royal College St. This also generally sits well with a new horizontal line created by the building next door at 168 Royal College St where a soldier course of bricks replaces the original location of the fascia sign and shopfront there.

The current shutter box is fixed to the face of the fascia and it is proposed to replace this with one fixed and hidden inside the fascia. A traditional cloth retractable awning, printed with the Casa Tua logo, is also proposed to be housed inside the fascia box (flush with the face and soffit ) to allow the awning to be pulled out to provide shade and reduce solar gain to the shopfront. The minimum height of any part of the awning will be above 2300mm from the ground level.

There is currently a projecting sign fixed over the fascia panel on the brickwork and this is to be removed and replaced by a static-illuminated projecting sign fixed onto the fascia on the right-hand side of the shopfront. The fascia signage, which will be quality fret cut metal letters, is proposed to be static face illuminated using 3 goose-neck type fittings fixed to the top of the Fascia to throw a soft light back onto the signage.

The resulting design will improve significantly the terrace of shops and will continue the revival of viable and popular businesses in this terrace. The store will serve the local community with Italian produce and goods. The sensitive design will be flexible and improve a natural ventilation approach to retailing which is needed in this virus aware age where excessive energy consumption should be avoided where possible.