

Design & Access Statement

SITE ADDRESS: 29 Carnaby Street, London W1F 7DH

APPLICANT: Daniel Grey
War Paint for Men
12 Melcombe Way
Marylebone
London, NW1 6JJ

AGENT: Natalie Marsh
Vyne Interiors Ltd
1 Langley Farm Cottages
World's End, Beedon
Newbury
Berkshire, RG20 8SD

CONTACT NO: 07801 098718 / 01635 017450

INTRODUCTION:

This design and access statement has been prepared in support of an application for permission to change front façade of 29 Carnaby Street, as well as refurbishing its interior ground floor shop. The property is one of a row of three Victorian properties within a Grade II listed block, 28, 28A & 29, that lies towards the end of the Westminster Conservation Area, in Soho.

DESIGN PRINCIPLES & CONCEPT:

The applicant is turning this existing Victorian, terraced shop into the first British men's shop for makeup, wellness plus products and advice. Their brand is simple and classic white on black, however since the location of the shop is between two current black, grade 2 listed shops, we have considered other colours to complement the black and therefore help the three shops to remain individual and not look like one larger one. The branding signage needed is limited and in tune with the current front facade and the original protruding pole will be used to hang a simple contrasting black sign..

Inside the shop the current, contemporary white walls and light oak floor will be replaced with an interior that echoes a Victorian gentleman's parlour with dark green, navy and grey feature walls and panelling leading to two Barber's chairs at the back. The floor is being changed to a dark oak herring bone pattern using vinyl tiles and there will be three black framed glazed walls to divide the space. The finishes and fixtures will represent a past era, but with a contemporary edge.

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DESCRIPTION OF DEVELOPMENT:

The existing lighting, mechanical and electrics of the shop are up to date and in working order, however we will be removing a couple in order to install a single hair wash station to the rear of the ground floor to serve the barber's area. The plumbing will be boxed in and routed through an existing concrete riser, via concrete drilled holes, then sealed with fire resistant sealant. New electrics will be installed in the basement to serve a booth to house a "Just Ask A Question" confidential meeting area. An existing smoke alarm will be moved into the pod and extra fire route signage will be added.

The panelled walls will be made up of various sized MDF frames installed on three walls. The existing engineered oak floor on the ground floor will be covered and hidden by luxury vinyl tiles in a dark oak finish. Any new lighting will be freestanding.

DESIGN PRINCIPLES & CONCEPT:

Vyne Interiors Ltd are totally committed to preserve and enhance the character of this delightful shop, whilst establishing it as a cutting edge, interesting but in keeping with the character and history of Carnaby Street.

ACCESS:

The current shop has one step to enter it, although it does have a double door. With the listed building's step opening onto the pedestrian area outside a fixed ramp is not appropriate, however the shop's staff will be trained and remain vigilant should anyone need help getting in.

DESIGN INTENT:

To remove the brash yellow of the existing, marketing façade and bright empty shop to take it back to a subtle but contemporary retail space appropriate to the age and look of the building.

Layout:

The general layout of the building is not being changed.

Signage:

Dulux Trade matt exterior diamond eggshell paint will paint the front façade and new high performance cut vinyl graphics will be installed. Please see attached photos & visuals.

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EXISTING PHOTOS:



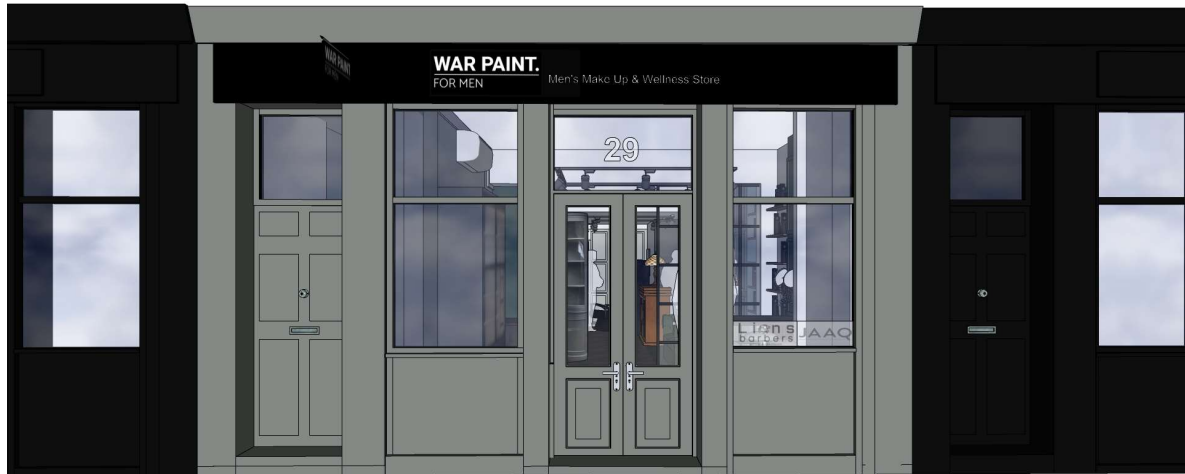
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PROPOSED SHOPFRONT:



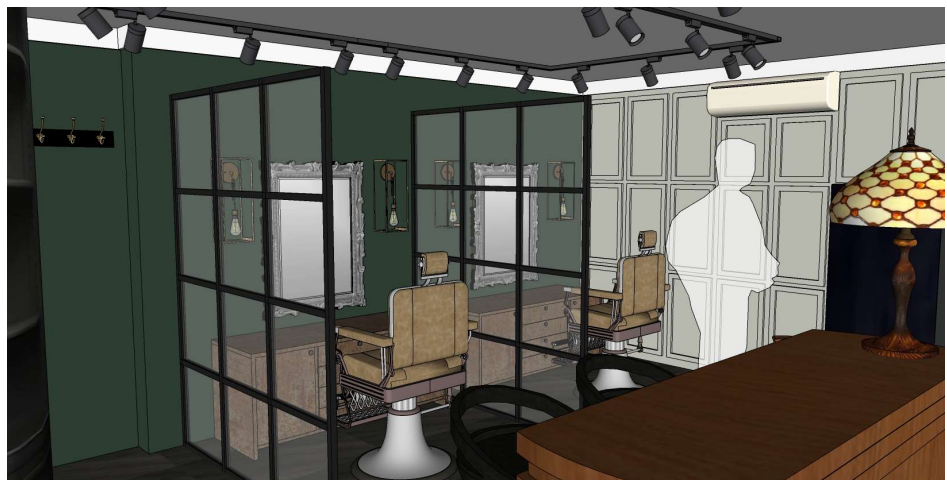
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PROPOSED INTERIOR:



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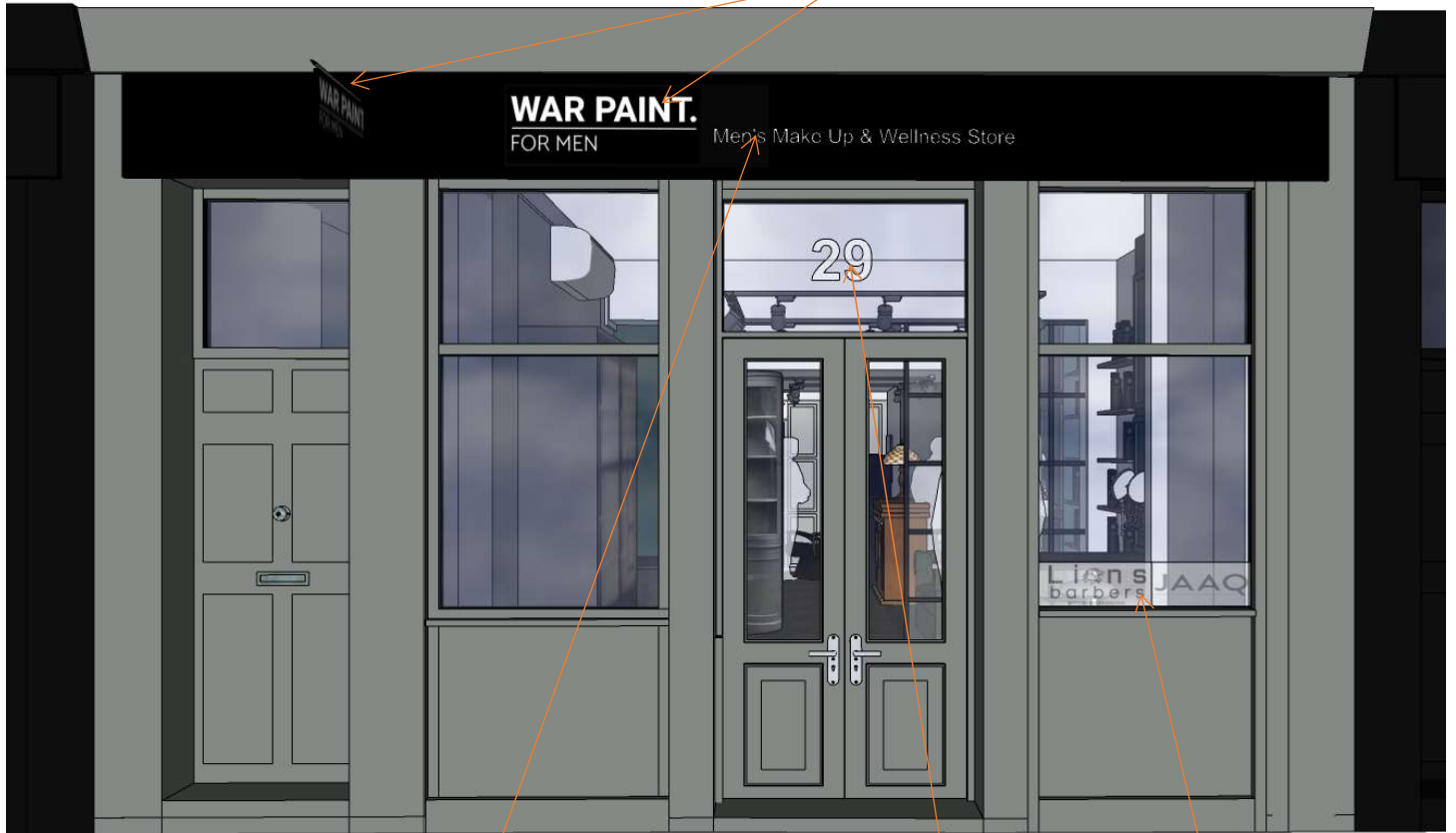
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PROPOSED SIGNAGE:

WAR PAINT.
FOR MEN



Men's Make Up & Wellness Store

29

JAAQ.
JUST ASK A QUESTION

Lions
barbers
Haircuts and Headspace

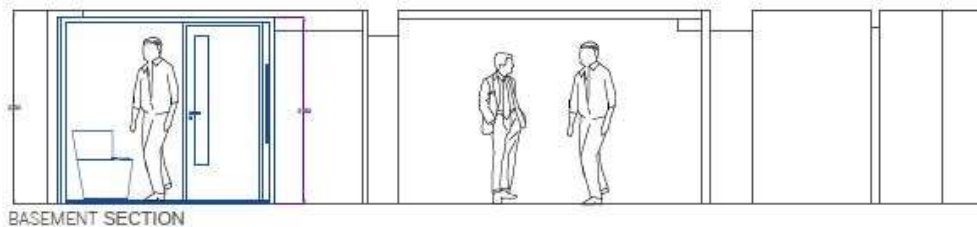
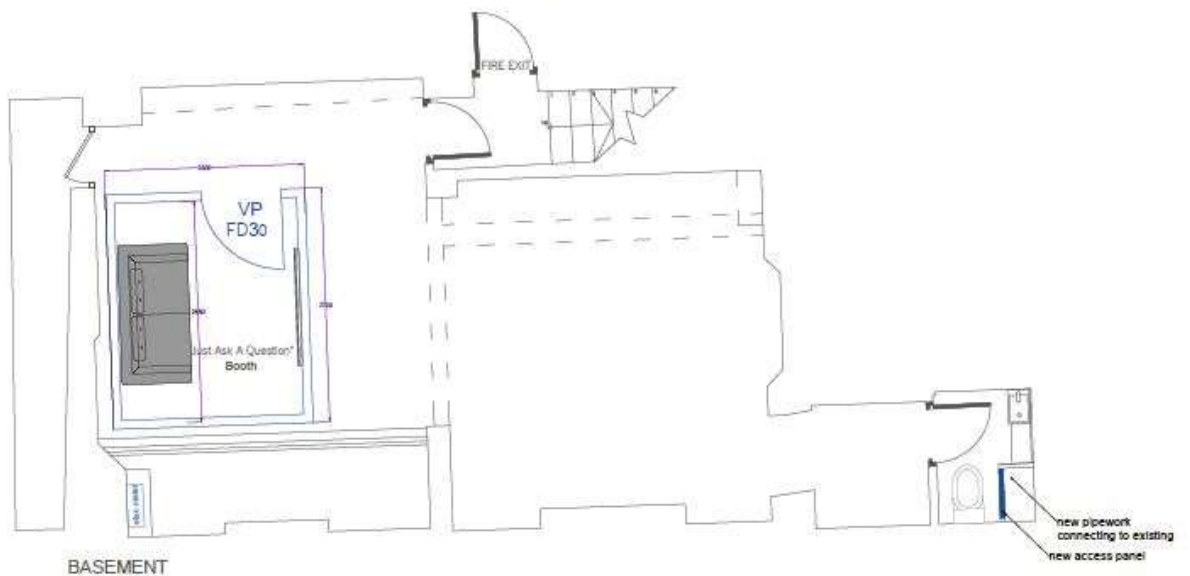
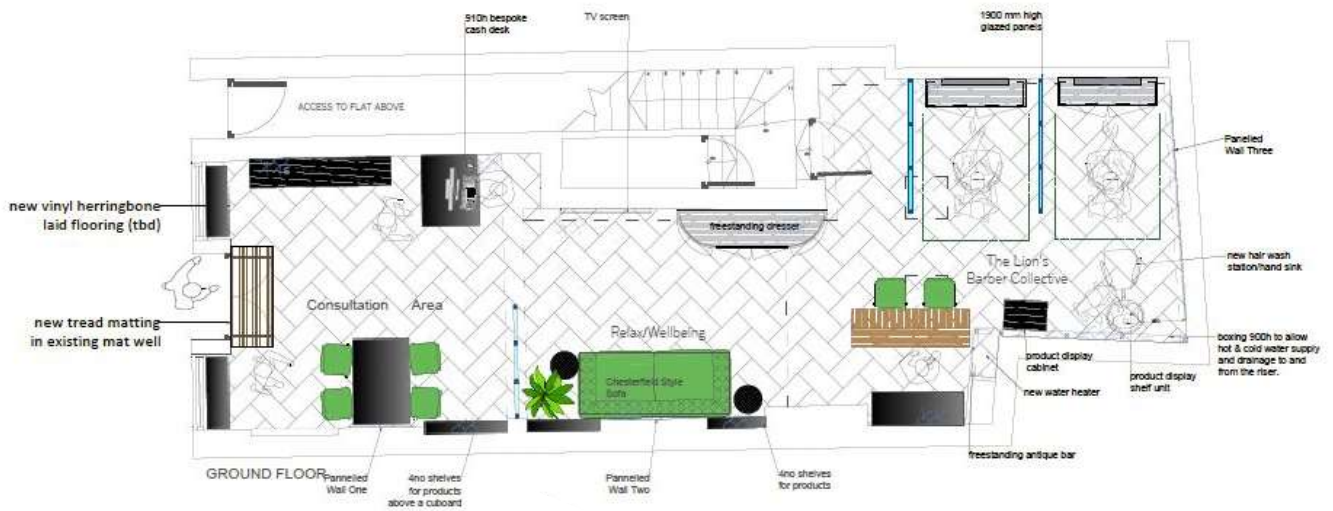
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PROPOSED LAYOUT:



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