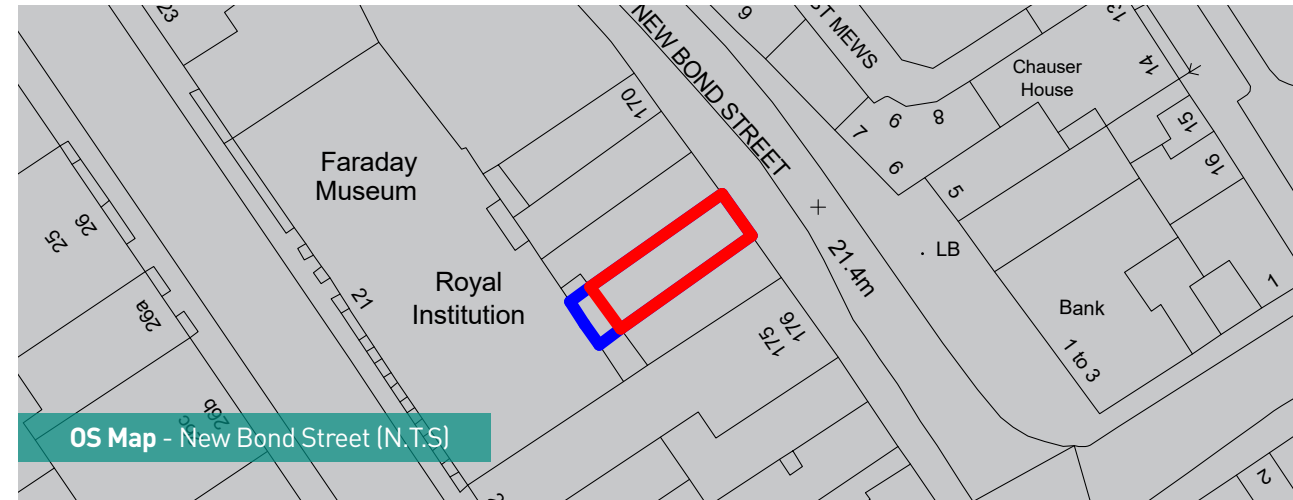


**CHANEL (173 New Bond Street, London)** | Design, Access & Heritage Statement

July 2021

# Introduction



Fraiserline (the agent) has prepared this presentation on behalf of CHANEL UK (the applicant) in order to obtain planning consent for a temporary seasonal facade installation at 173 New Bond Street, London. The anticipated duration of the fixtures will be between 10th of November 2021 and 6th of January 2022 in order to showcase the CHANEL store during the festive period.

This proposal has been considered as a temporary installation to demonstrate good design principles, sensitivity to the listed building status, as well as contribute to the overall streetscape and user experience during the festive period.

This DAS statement is to be read in addition to the enclosed design drawings, location, engineering and planning documentations relevant to this proposal.



# Street Scene Context



The CHANEL Fine Jewellery Store is located at 173 New Bond Street, London, W1S 4RF. The store is located within the West End of London with Piccadilly to the South and Oxford Street and Marble Arch to the North.

On plan, the position of the store frontage is around mid-point along New Bond Street and is between Grafton Street and Burlington Gardens. The shopfront is within a street scene row of six near identical neoclassical façades, of which demonstrate the same classical facade design vocabularies on upper floors.



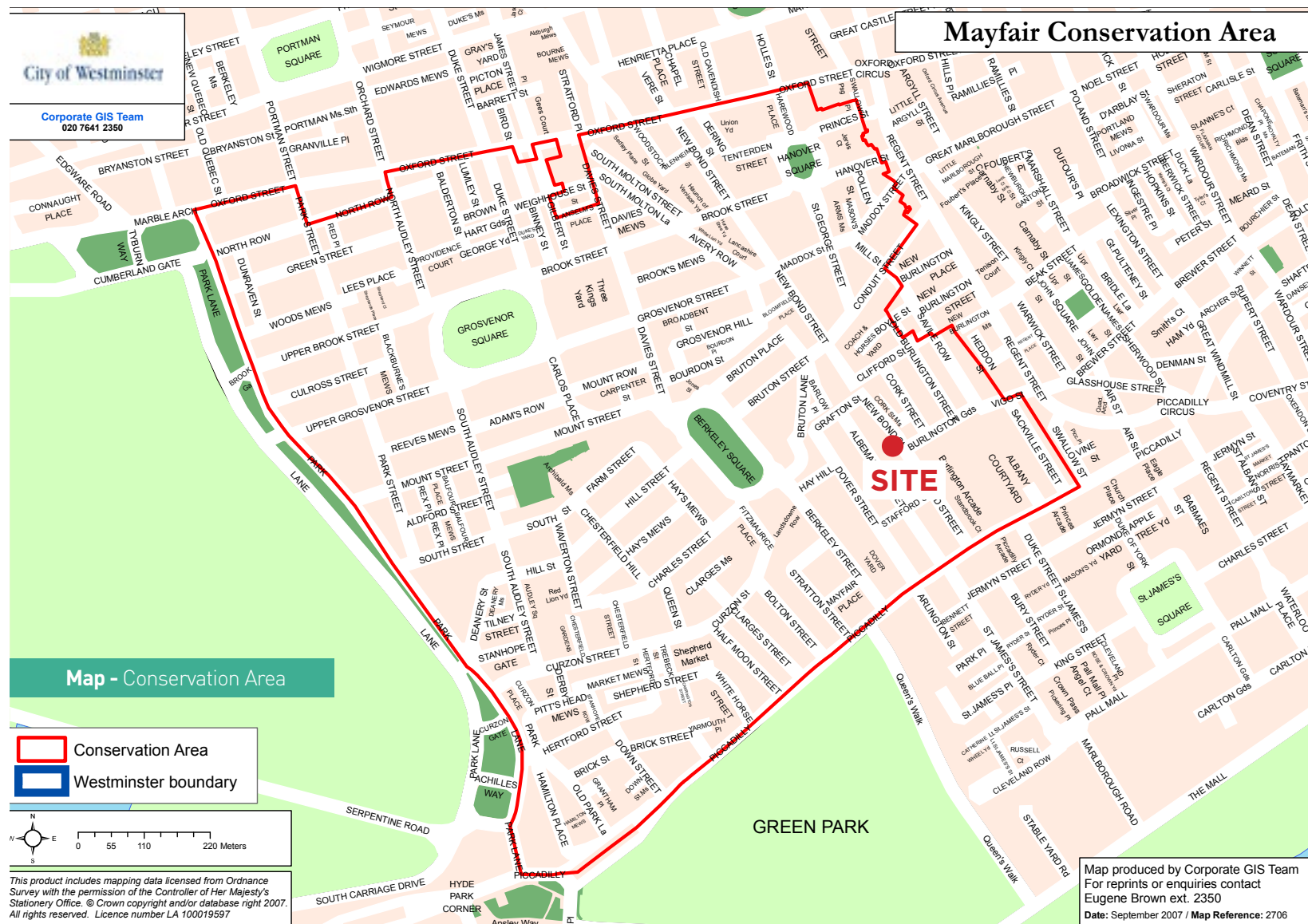
# Heritage

Situated within the Mayfair Conservation Area, the general historic character of area is not only reflected in the grid-based urban grain of Mayfair but also across the historic streetscape of New Bond Street. The significant arrangement of late Victorian/Edwardian terraced buildings and intricate street frontages continue to pose elegance and wealth, with the majority being high-end consumer outlets. The terraces 170-174 date back to around 1850-1860, yet the ground floor shop-fronts have been modified around the mid-to-latter of the 20th Century (as seen in the below image).

Photograph - Ornamentation

Photograph - Sash Windows

Photograph - Balustraded Parapet



## Mayfair Conservation Area



Photograph - Former Shop-front

Faberge store on 173 New Bond street, London, 1910.  
Source: [https://www.rbth.com/arts/2017/02/13/faberge-russian-jewelry-london\\_699673](https://www.rbth.com/arts/2017/02/13/faberge-russian-jewelry-london_699673)

### Heritage Category:

Listed Building

Grade:

II

### List Entry Number:

1224554

### Date first listed:

01-May-1986

### Statutory Address:

170-174, NEW BOND STREET W1

### Planning History Snapshot:

**84/02517/FULL** - Alterations to Shopfront and Blind (1984)  
**96/07447/LBC** - Replacement of Shopfront... (1996)  
**02/05201/ADV** - Display of flag at first floor level (2002)  
**09/04781/LBC** - Alterations to existing Shopfront... (2009)  
**15/04845/ADLBC** - Detail drawings of new shopfront... (2015)

173 New Bond Street was formerly the site of Faberge in 1910, Charbonnel et Walker (one of Britain's first and finest chocolatiers) as well as Abdulla & Co. Ltd, the cigarette specialists from around 1929. Today, the building is currently occupied by CHANEL UK, a highly respected worldwide fashion and jewellery brand.

All of the frontages within 170-174 include feature flags hung at an angle above the ground floor shop fascias. Each store has a careful inclusion of branding that harmonises with the recent modifications of the shop fronts, yet are sympathetic to the heritage conservation nature of the street and buildings.

Façades and shopfronts are almost identical across buildings numbered 170-174, and share classical characteristics including ionic pilasters, crestings, modillion cornices and a ballustrade parapets. The mansard roof includes slate tiles with dormer windows, all containing a rhythm of Italianate detailing and ornamentation below. The pierced balustrades are also banded across upper level windows on the facade.



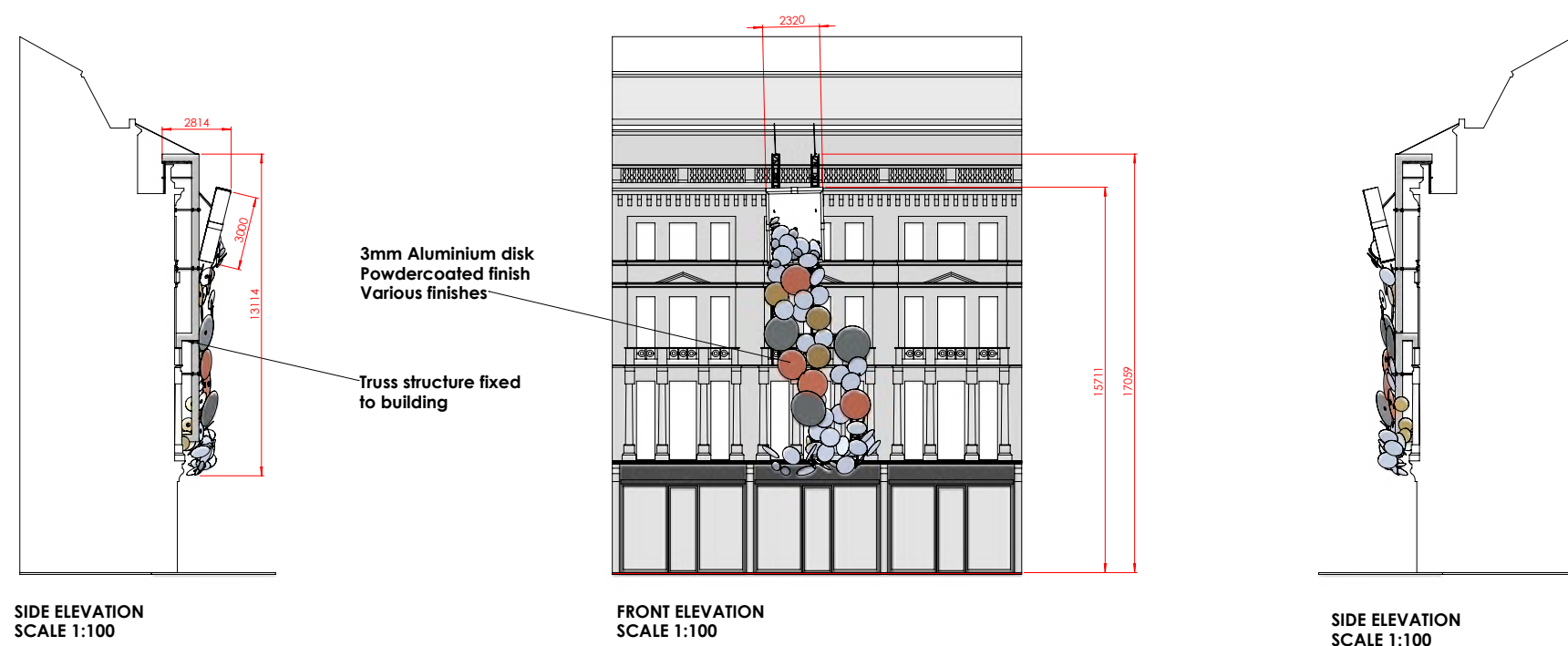
Photograph - Italianate Detailing

# The Proposal

The CHANEL EOY façade decoration is an accumulation of flat Christmas baubles that seem like confetti spilling from a box into the street like a waterfall, drawing inspiration from public art figures like Anish Kapoor and Simon Bilodeau. The confetti fall and accumulate above the building's canopy, bringing a festive atmosphere full of surprises.

The icons of the Maison and Watch and Fine Jewellery are engraved on them subtly highlight the CHANEL New Bond Street façade. The polished disk finish reflects some details of the facade and the surroundings offering an elegant festive animation that will delight the street public.

The confetti and box will be made from lightweight powder coated aluminium fixed securely to a larger truss structure that will be concealed by the confetti disks. Once the confetti waterfall has been installed, it will not need to be accessed until it is taken down at the end of the designated period. The installation will not affect traffic outside of the shop as it is supported at high level.



SIDE ELEVATION  
SCALE 1:100

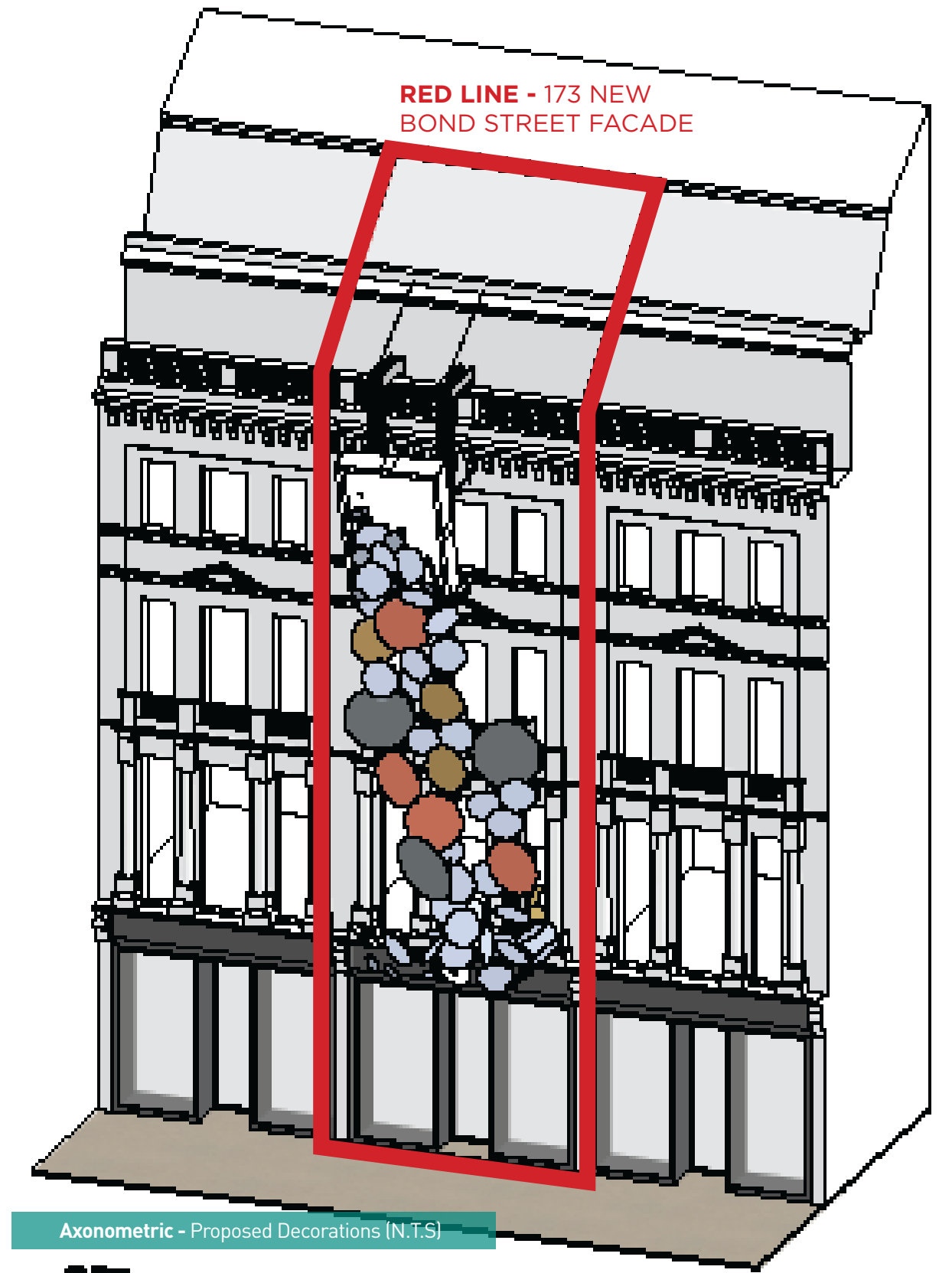
FRONT ELEVATION  
SCALE 1:100

SIDE ELEVATION  
SCALE 1:100

Drawing - Proposed Elevations (N.T.S)

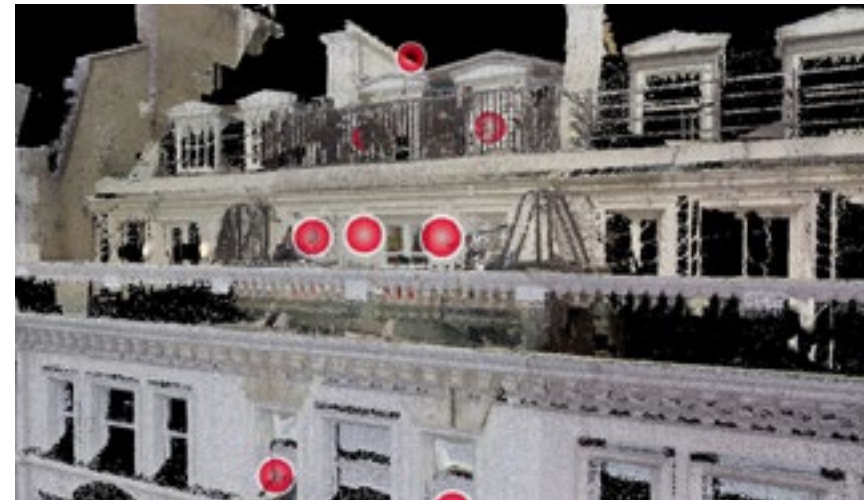


CGI Visual - Proposed Decorations



Axonometric - Proposed Decorations (N.T.S)

# Proposed Works



# Conclusion



The installation method is based on a truss structure that will be both perched on and mechanically fixed to the façade. The decorative elements will be securely fixed to the truss structure with two different fixing methods to ensure no element will ever fall to the street.

The proposed works will take place during three consecutive nights on out of trade hours when is less likely to affect the public including foot traffic and vehicles. A permit for footpath closure (redirected footfall with barrier fencing) during installation hours will be submitted. Every morning all the construction elements will be cleared, and the street will return to normal activity during trade hours.

The proposed installation will add a high quality, elegant addition to the festive decorations. The structural engineering has been calculated to the highest standards of health and safety regulations and the implementation has been specifically designed to respect the original features of the building, minimising the impact on the existing listed building and façade.

The proposed activation will indeed bring interest and enhance the festive atmosphere during seasonal periods, complementing New Bond Street's characteristic festive decoration as the world's premium high-end retail destination. Similar installations have taken place in other international high-end retail districts such as Milan, Paris, Rome, New York, Seoul and Hong Kong.



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Our duty considers that all schemes are formally understood by clients in terms of design and planning objectives.

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