



## DESIGN & ACCESS STATEMENT

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**SUPPORTING THE PLANNING APPLICATION FOR THE  
SHOP FRONT ALTERATIONS AND SIGNAGE  
at  
49 SOUTH AUDLEY STREET, LONDON, W1K 2QD**

**8435 – MARCH 2024**



Document: Design and Access Statement

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## 1.0 INTRODUCTION:

- 1.1 This Design & Access Statement has been compiled to support a planning application for the alterations to the existing shopfront at 49 South Audley Street, London, W1K 2QD.
- 1.2 Our client 'LSL CAPITAL' have recently acquired tenancy for the Basement and Ground Floor at 49 South Audley Street, London.
- 1.3 As part of the fit out, they seek permission to carry out minor alterations to the existing ground floor shop front and create an aesthetic that reflects the brand of the new restaurant.
- 1.4 The following documentation and associated drawings seek to gain consent for shop front alterations comprising of new external lightings and signage.



▲ Fig 1. Aerial photograph with red line indicating 49 South Audley Street, London, W1K 2QD, approx. boundary and its surrounding context.

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## **2.0 PROPOSED DESIGN STRATEGY:**

### **2.1 AMOUNT**

2.1.1 The application is for shop front alterations comprising of:

- 9 no. external wall mounted lights
- 1 no. removeable menu box
- 1 no. Signage

2.1.2 The proposal will not affect the current floor area.

### **2.2 LAYOUT**

2.2.1 The layout and demise of the space remains as-is and unaffected.

2.2.2 The existing loading bay door will be replaced with metal framed glazed shop front with new metal framed glazed door.

### **2.3 APPEARANCE**

2.3.1 The existing stone finish cladding will be retained and made good where required.

2.3.2 The external lights will be mounted to the existing stone finishes. The lights will be a patina brass finish design. The indicative details are shown on drawing 8435-PD3-02 & 03.

2.3.3 The façade's geometry will remain unchanged, and the existing glazed windows will be preserved. Painted timber mouldings will be applied to the existing glazing.



▲ Fig 2. Existing elevation 49 South Audley Street.



▲ Fig 3. Proposed front shop visuals of 49 South Audley Street.

2.3.4 We consider that the minor shop front alterations will positively integrate with the character, design and scale of the building. The materials used are sympathetic to the building and the surrounding area.

2.3.5 1 no. signage will be positioned above the main entrance showcase. The sign will be decorative with 'LE FIORI' expressed in brass applied lettering.



▲ Fig 4. Proposed signage detail

## **2.4 USE**

2.4.1 There is no change to the buildings use class.

## **2.5 ACCESS**

2.5.1 There is no change to the existing access arrangements.