

# ShortCreative.

## Planning Statement

**Mori**

**5 Hampstead High Street**

**London**

**NW3 1PR**

01/05/2025

Prepared by Nick Short

**REV B**

## **INTRODUCTION**

This statement is to be read in conjunction with drawings MORI005.06-01 REVB -MORI005.06-04 REVB

The unit is **NOT** considered to be within the following:

- ☐ Flood Risk Zone
- ☐ Land Contamination
- ☐ Obstructive to the existing Public right of way.

## **USE**

The site is currently a Retail Store.

## **THE APPLICANT**

**MORI** was created in 2015 as a baby wear sleep suit brand. Mori is a unique boutique brand that uses Bamboo and organic cotton in their products. Mori is now reaching out into the High Street for the first time with physical retail boutiques that have been carefully designed and crafted to reflect the brand and its ethos.

## **The LOCATION**

The store is located on Lower part of Hampstead High St opposite Green Hill and nestled in between vibrant shops and boutiques. Hampstead High St is a bustling High St in The London Borough of Camden. The proposal is to repair and re finish the fascia and install new Fascia signage that is illuminated from above with an LED light strip across the width of the fascia and install new blade sign and re decorate the storefront.

## **PROPOSAL**

In keeping with the rest of the Street Mori have carefully considered the look and feel of the storefront treatment to fit perfectly with the existing streetscape. The design is to make good and repair the existing timber and UVPC storefront and carefully handpaint the entire storefront timber in a Pea Green Heritage colour, introducing a friendly brown colour to the signage. The fascia will be softly washed with LED light strip from above. The lighting will not exceed 600 cdm2 and be on a timer to switch off 2 hours after closing.

## **SCALE**

The areas provided under the proposals are as follows:

### **Ground floor total:**

Total existing ground floor area **85.8sqm**

**TOTAL AREA 85.8sqm**

There is to be no additional floor space created.

## **LANDSCAPE**

The location faces directly onto an exterior pedestrian pavement and then Hampstead High St. There are no external spaces associated with this unit towards the front of the building.

## **VEHICULAR AND TRANSPORT LINKS**

Delivery access will be from the front of the unit.

## **DISABLED ACCESS**

The existing storefront will be retained. There is a 1640mm wide existing double door in the centre of the storefront with an existing 120mm step up. The design allows for a minimum of 1200mm clear circulation around the units within the sales area and a clear 1500mm turning space towards the rear. There is no cash desk just an ipad charging and wrap station. All transactions will be completed on an ipad which will be brought to the customer. There is a back of house with an existing WC. It is to be noted that this is not DDA due to site constraints.. There will be no works to the existing non sales area of the store.

End.