

## Design & Access Statement

Space NK is an innovative retailer offering a selection of beauty products within an environment that is modern and upmarket. The company's existing retail outlets are of a high quality of design and enhance the retail areas in which they are located. It is the aim of Space NK to fit out and upgrade this prominent vacant retail property in order to provide a high quality store adding vitality to the retail core of this area.

This Design & Access Statement has been prepared on behalf of Space NK by Associate Design Time Ltd. and accompanies the Planning Permission, Conservation Area and Advertising Consent applications.

The following work is proposed:

Retain the existing shop front, make good, replace some glazing and redecorate. Replace the existing fascia sign for new and install a new projecting sign. Both signs to be externally illuminated. Fit out the sales area with new merchandising wall & floor equipment, flooring, redecoration, lighting etc.

- **ASSESSMENT OF PHYSICAL CONTEXT**

The site is an existing mid terrace multi level building which comprises a vacant ground floor retail space, basement and three upper levels of private accommodation. Adjacent properties comprise ground floors used as shops with accommodation above. There is a variety of shop front styles but they are mainly painted stone, timber, & glazed shop fronts in construction, retaining the existing brickwork above.

The proposed improvements will not result in any harm being caused to the main fabric of the building and have been designed to compliment neighbouring properties, to preserve and enhance the character of the area, and to protect any historic and architectural importance of the building.

- **SOCIAL/ECONOMIC CONTEXT AND PLANNING CONTEXT**

We are proposing minor external and internal work to create a new Space NK store in their current concept. This will improve the shopping experience for the customer, encouraging more interest in the shop, therefore increasing customer spend in the store, and help to increase footfall to this area of the city, which should be of benefit to neighbouring shops as well.

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- **EVALUATION**

At this time of economic crises this store is fortunate to have a fit out budget made available by Space NK to help improve the unit to enhance the shopping experience in this area.

Changing the fascia signage to the new Space NK concept adapted to the current Council Guidelines will bring it in line with signage on surrounding retail properties. High specification materials have been selected to make sure that the signs look good for as long as possible. The proposals are appropriate to this area and the neighbouring buildings.

Updating the fixturing and decorations will bring the store in line with the current Space NK concept adding vitality with its modern design.

- **DESIGN PRINCIPLES/USE**

The building will continue to be used for retail purposes which is appropriate to the surrounding area.

- **AMOUNT OF DEVELOPMENT – not applicable**
- **LAYOUT – not applicable**
- **SCALE – not applicable**
- **LANDSCAPING – not applicable**
- **INVOLVEMENT OF LOCAL INTEREST – not applicable**

- **APPEARANCE**

The architectural style of the building will remain as is. The change of colour to the exterior shop front frames and fascia panel will enhance its appearance and add to the character of the building.

- **ACCESS**

The application site within this area of the city is well served by public transport. Access to the property will remain as existing. The proposals do not include the modification of ingress and egress to the building.

- **CONCLUSION**

We conclude that the proposed development complies with relevant local plan policies, will benefit the surrounding area and will enhance the customer's shopping experience.



156 Regents Park Road, Primrose Hill, London, NW1 8XN  
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SHOP FRONT AS EXISTING



SHOP FRONT AS PROPOSED