

DESIGN AND ACCESS STATEMENT

5 HEATH STREET HAMPSTEAD LONDON NW3 6TP

THE SITE IS CURRENTLY A HAIR AND BEAUTY SALOON OUR PROPOSAL IS FOR A HIGH END CHILDRENS CLOTHING SHOP FOR AGES 0-6 YEARS.

WE ARE PROPOSING TO REPLACE THE EXISTING TIMBER FRAMED SHOPFRONT WITH A NEW MORE SYMPATHETICALLY DESIGNED TIMBER FRAMED VERSION, WE ARE PROPOSING TO ADD SOME SIMPLE EDGE MOULDING DETAILS TO BRING IN SOME CHARACTER CONSISTENT WITH OTHER SURROUNDING SHOPS TO THE AREA. WE ARE PROPOSING TO REINSTATE A MORE SYMPATHETIC TREATMENT OF THE PILASTER TO THE LEFT OF THE SHOP BY CLADDING THE EXISTING FLAT RENDER WITH EXTERIOR GRADE TIMBER, TO BE FINISHED WITH A SIMPLE EDGE MOULDING DETAIL TO ALIGN WITH THE NEW TIMBER STALL RISER AND FASCIA PANEL. WE ARE PROPOSING TO TREAT THE FASCIA AS DESCRIBED ABOVE AS WELL AS TO REINSTATE A MORE SIGNIFICANT STALL RISER. WHILST WE HAVE TO RETAIN THE EXISTING STEP UP INTO THE SHOP WE ARE PROPOSING TO RELOCATE THE SHOP ENTRANCE DOOR TO THE FAR LEFT SIDE OF THE SHOPFRONT AND TO INCREASE THE OPENING SIZE TO 1000MM TO ALLOW FOR EASIER ACCESS FOR ALL.

THE STYLE OF THE NEW FRONT DOOR AND TRANSOM ABOVE WILL BE IN KEEPING WITH THE REST OF THE PROPOSED SHOPFRONT WITH SIMPLE TIMBER FRAMING DETAILED AS ELSEWHERE. WE ARE PROPOSING TO ADD A NEW SIMPLE 'D' HANDLE TO THE FRONT DOOR WITH A RECTANGULAR LETTERBOX TO BE LOCATED CENTRALLY TO THE BOTTOM FRAME OF THE DOOR, ALL NEW DOOR FURNITURE TO BE MATT BRONZE FINISH.

WE ARE PROPOSING TO RETAIN THE EXISTING METAL BRACKET FOR THE PROJECTING SIGN AND REPLACE THE SIGN ITSELF WITH NEW TIMBER PANEL BEARING FULL LOGO OF THE NEW SHOP. WE ARE PROPOSING THE FASCIA WILL BE SIGN WRITTEN WITH THE NEW SHOP LOGO. WE ARE PROPOSING THE ADDITION OF VINYL LETTERING TO BE APPLIED TO THE GLASS; THE SHOP TELEPHONE NUMBER, STREET NUMBER TO BE APPLIED TO THE GLASS TRANSOM AND SHOP OPENING HOURS TO BE APPLIED TO THE ENTRANCE DOOR, SHOP WEBSITE ADDRESS TO BE APPLIED TO THE FAR RIGHT SIDE OF THE SHOPFRONT GLAZING.

WE ARE PROPOSING TO BLOCK APPROXIMATELY ONE THIRD OF THE EXISTING SHOP FRONT RETURN GLAZING VISIBLE FROM THE EXTERIOR LOBBY TO THE FAR RIGHT HAND OF THE SHOP FRONT, WE ARE PROPOSING TO BLOCK THIS TO FULL HEIGHT WITH TIMBER PANELING TO MATCH THE EXISTING. THIS IS TO ALLOW MORE USEABLE RETAIL SPACE WITHIN THE SHOP ITSELF.

WE ARE PROPOSING A LIGHT BEIGE COLOUR FOR THE ENTIRE NEW SHOPFRONT AND TO EXTEND TO ALL TIMBER DETAILS. THIS IS TO MATCH PANTONE 7534. THE SHOP LOGO IS RED TO MATCH PANTONE 032 AND GREEN 563.

IT IS OUR INTENTION THAT THE PROPOSED NEW DESIGN WILL FIT IN WITH THE CHARACTER OF THE STREET AND TO REINSTATE SOME SIMPLE DETAILING THAT WOULD BE CONSISTENT WITH THE ORIGINAL.