



DESIGN & ACCESS STATEMENT

12011 – Proposed Alterations to Blackwell's Bookshop, 100 Charing Cross Road, London, WC2H 0JG

Ref: 12011/DAS2 01

Design Statement

1. Existing Building

- 1.1 It is an existing retail bookshop.

2. The proposed scheme

- 2.1. The shop requires an additional shop entrance to the existing main front entrance on the Charing Cross Road elevation. It is proposed that the existing Blackwell's shop is to have a new front door entrance on the Phoenix Street elevation, to help with pedestrian access to the retail space. The new double doors will replace one of the existing shopfront bays.
- 2.3. Two new fascia signs are proposed with one above the new entrance and one above the furthest left triple window bay.

3. Layout

- 3.1. Blackwell's bookshop will be accessed with a new double door and ramp accessed from Phoenix Street.

4. Scale

- 4.1. The height and width of the new double doors will match the height and width of the existing double doors on Charing Cross Road.
- 4.2. The doors will be recessed into shop to match existing doors.

5. External Appearance

- 5.1. The new door frames will be aluminium painted blue to match existing colour.
- 5.2. The new doors will match the existing door style with a storey light over.
- 5.2. The letters of the new signage will match the existing in style, colour and materials. 80mm Deep Internally illuminated individual letter halo signs mounted 50mm off fascia - font to be Trajan Regular with heights indicated - front face to be 'opal' (white) acrylic with blue acrylic sides.

6. Landscaping

- 6.1. The existing landscaping will remain unchanged.

7. Access Statement

- 7.1. Entrance – The new entrance will have a new ramp from the street level up to the new doors. The ramp will have a maximum gradient of 1:80
- 7.3. Levels – The level in the shop is slightly higher than the street level. A ramp will be installed to accommodate the change in levels.

8. Conclusion

- 8.2. In conclusion it is considered that these proposals will help to increase signage exposure on the Phoenix Street elevation and help access to the retail space. The proposed external changes are minor and are in keeping with the style and appearance of the existing shop frontage. We therefore request that planning permission be granted.

This Design and Access Statement is to be read in conjunction with enclosed documents:

Drawings:

12011 / P001	Site Location Plan
12011 / P002	Site Block Plan
12011 / P050	Existing Plan
12011 / P051	Existing Elevations
12011 / P100	Proposed Plan
12011 / P101	Proposed Elevations

10023 / P2 110	Proposed Elevations
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10023 / FRA 01	Flood Risk Assessment
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