

DOROTHY PERKINS / BURTON
118 – 132 New Oxford Street, London WC1A 1HN
Design, Access and Heritage Statement
June 2012

NEW ENTRANCE TO SHOPFRONT AND SIGNAGE

PROJECT BRIEF:

Dorothy Perkins / Burton is a retail company offering a variety of female / male clothing throughout the United Kingdom. Retail outlets include high street stores and shopping centre retail units.

The brand has a strong and consistent image with customers.

The proposed entrance and signage alterations at 118 – 132 New Oxford Street. This application seeks approval for the design of the new entrance and external signage as attached to the planning application forms and drawings.

SITE APPRAISAL:

The existing building occupies a part of the main building, with the postal address units of 118 – 132 New Oxford Street, fronting onto New Oxford Street, and Tottenham Court Road. The building is stone clad with 7 storeys in total. The current shopfront was granted planning permission in 1957 and subsequently altered. The whole building is set within the Bloomsbury conservation area and is a Grade 2 listed building. The proposal is to alter and extend the shopfront entrance to enable better access to this retail unit. The solution is felt to enhance the ornate architecture of the building above whilst still presenting a retail statement to reflect the usage at ground floor. The existing internal sales area is very tired and dated and will also be refurbished as indicated on the attached drawings.

- 2) Amount of Development:** This application is for a new entrance with external signage at high level above the new doors. The new entrance and external signage does not alter the density or surroundings of the area.

Vehicular and transport links: No changes have been made to vehicular access or transport links.

DESIGN CONCEPT:

- 3) Layout:** The proposal does not seek to change the external appearance of the building to the upper floors.
- 4) Scale:** No changes have been made to the external scale of the building.
- 5) Landscaping:** There is no landscaping proposed within the retail unit boundaries.
- 6) Signage:** The proposal includes for additional signage above the entrance doors.
- 7) Inclusive Access:** To enable all persons to access the store with ease, a level threshold access arrangement will be incorporated, with non slip tiles.