

Alterations to the ground floor frontage along Earlham Street and Mercer Street.

Planning Portal Ref: PP-02030670

Design and Access Statement

- **An assessment of the site and its surroundings**

The property is located in a prime retail location on the corner of Earlham Street and Mercer Street within the Seven Dials. The retail unit has a shopfront along both Earlham Street and Mercer Street with an entrance on the corner of the property. The property is not listed but is within Seven Dials Conservation Area. This application relates solely to alterations to the ground floor retail frontage.

- **Design, appearance and sustainability**

What is the purpose of your proposal?

The application seeks planning permission for alterations to the ground floor frontage along Earlham Street and Mercer Street. The application seeks to enlarge the windows along Earlham Street to match the existing windows along Mercer Street.

How will the proposed works relate to the existing building?

The proposed alterations are improvements to the ground floor frontage of the property only.

Have you discussed your proposal with your neighbours? What measures have been taken to reduce impact on your neighbours considering shadowing/ lighting/ visibility/ proximity/ overbearing/ noise issues?

No. The proposals will not impact on the neighbouring properties. The alterations to the shopfront are considered to enhance the appearance of the property and are in-keeping with the design of the existing windows along Mercer Street. The enlarged entrance on the corner of the property will retain level access into the property.

What thought has been given to siting and appearance of the works, where they are placed, visual impression, architecture, materials, decoration, lighting, colour and texture?

Careful consideration has been given to the design of the new windows on the ground floor frontage along Earlham Street to ensure they integrate well with the existing building and surrounding properties. It is considered that the alterations improve the appearance of the existing buildings and internal function of the retail unit.

The proposal will carefully remove the existing black tiles and replace with simple render.

Explain the scale, height, width and length of the proposal and its relationship to the existing building.

The proposed windows following the design of the existing windows along the Mercer Street frontage. It is considered that the alterations are minor alterations to the frontage.

How have you followed the advice provided by CABE* and Westminster City Council** on the issue of inclusive access? If not explain the reasons for your departure from this guidance.

The entrance will remain on the corner of Earlham Street and Mercer Street. Level access is retained.

What consideration has been given to accessibility to and between parts of the proposed works? Has disabled access been considered?

Access into the property will remain as existing. The application seeks to increase the size of the opening. An internal ramp will remain into the retail unit.

What is the relationship between the proposed works and public routes and do they have any impact?

N/A

Have you considered any landscaping treatment or other treatment to enhance and protect existing amenities?

N/A

Describe the materials you propose to use and why you chose them. Have environmentally friendly materials been considered? What consideration has been given to maintenance?

The application seeks to remove the existing black tiles and replace with a simple rendered finish. The design of the windows remains as existing however they are enlarged along Earlham Street. Please refer to drawings for further details on materials.

Does your proposal have an impact on the street scene? Is it improving street views, if not, what measures have been taken to minimise visual impact?

It is considered that the minor alterations will improve the appearance of the building and street scene.

How sustainable is your proposal? How has your proposal addressed the need for energy efficiency? How does it reduce carbon emissions? What consideration has been given to low-energy and renewable energy technologies?

N/A.

What provision has been made for the storage of waste and recyclable material?

N/A. This application is for alterations to the ground floor frontage only. Waste store and collection for the retail and office uses will remain as existing.