



Design & Access Statement in support of – Planning Application for new shopfront Number: PP-01644970

Address:

Proposed Specsavers Optical Superstore Ltd, 171, Finchley Road, Swiss Cottage, London, NW3 6LB

This is a comprehensive statement in support of the above application for a new shopfront, which forms part of the proposals submitted for the above location, it has been written to help fully inform decision making from the outset through the pre-application/ application stages to implementation on site and enable the resolution of any access and design issues in relation to this matter.

Reference has been made to the Technical Advice Note 12 on “Design” (June 2009) in an effort to improve in the quality, sustainability and inclusiveness of the development and in the preparation and setting out of this document to ensure it is structured to comply with Local Authority requirements, to help enable all those assessing applications - local communities, access groups, amenity groups and other stake holders to understand the rationale of the development proposal and assist in their negotiations and decision making.

Site Use (Existing & Proposed):

The site, is a retail unit situated on a shopping street, neighboured by various other retail outlets, it is not within a Conservation Area. The retail unit is currently trading as Digital Photography Limited. Specsavers plan to undertake shopfitting works within the store and the proposed works are to include the installation of a new shopfront. On completion of the works the unit will continue to be used as a retail outlet, retailing Specsavers eye wear.

Character/Community Safety/Environmental Sustainability:

Site Area (Existing & Proposed):

No changes are proposed to the existing site area.

Proposed Layout:

Specsavers are committed to inclusive design, as set out in Section 3 of TAN 12. Working within the constraints of the existing building structure they have tried to ensure the reasonable provision of access arrangements, to ensure that all users have equal and convenient access to their proposed new store. The proposed layout of the unit is designed to achieve a pleasing and spacious customer flow within the sales-floor area and will allow easy sales-floor navigation for customers and staff. An open plan design within the Sales Area promotes generous flow space within the store, to allow for easy manoeuvrability of push chairs and wheel chairs. Areas requiring greater privacy for Clients e.g. the Test Rooms have wider doors on the ground floor to allow easier access.

The existing shopfront will be replaced with a new aluminium framed powder coated shopfront. The new single entrance door to the proposed Specsavers unit will be centrally placed on to the Sales Area and provide an opening width of 1000mm, providing easier access than the current two smaller leaf doors. To further aid easy access, Specsavers have adopted an open door policy within their stores when ever weather conditions allow.

Please refer to the submitted elevation and plan drawings for details.

Landscaping:

No landscaping is proposed as part of the scheme, it is felt that the pavement already provides level access in relation to the proposed shopfront design.

Character/Appearance:

Specsavers respect individual local environments and have prepared details which they feel are appropriate within this setting. The shopfront will be powder coated in light grey, providing reasonable visual contrast, as recommended to comply with DDA .

The proposed, large display windows will afford natural light levels within the store and will provide greater vista through the store from the street. All large expanses of glazing will have manifestations to help clearly identify the areas of glazing.

Community Safety

It is felt that by placing the shopfront doors on a line with the shopfront glazing (with no lobby) will help to deter any opportunistic vanadium or break-ins. Security will take the form of natural surveillance.

Environmental Sustainability

Powder coated aluminium shopfront frames maintain their appearance with little maintenance for many years.

Movement

The stores proposed location means it is easily accessible to clients and staff by public transport, by foot and connections to the existing transport infrastructure.

Access:

The proposal will improve access to the store, and will not affect access to any neighbouring properties, no existing access routes or rights of way will be changed as a result of this proposal.

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Date:

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