



Design & Access Statement

D & A/10

Site Address: 17-18, New College Parade, Finchley Road, NW3 5EP.

Date: 4th October 2010

Applicant: Ladbrokes Betting & Gaming Ltd, Imperial House, Imperial Drive, Rayners Lane, Harrow, Middx HA2 7JW

Agent: Patrick Hogan, Ladbrokes Betting & Gaming Ltd, Ares House, Odyssey Business Park, South Ruislip, Middx HA4 6QD.

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Background:

No 17-18 forms part of a parade of shops on the busy Finchley Road at Swiss Cottage. It forms part of the ground floor of a modern framed building, and was until recently a restaurant.

The shops have modern metal framed shopfronts, as does 17-18. Some have shutters. There are projecting as well as shop fascia signs.

Proposal:

To install a new replacement shopfront with fascia & projecting signs.

Descriptive:

The new **shopfront** proposed by Ladbrokes is designed to improve access from the sloping street with a recessed entrance higher up the slope.

The shopfront will be in durable powdercoated paint finish which is easy to clean and maintains its appearance. Colour is RAL9002 (Grey White) which is a light neutral shade.

The door is extra wide to allow for disabled access including wheelchairs and will be push button assisted. It will be glazed in laminated safety glass and include manifestations at two levels for safety. The entrance door is recessed to allow outward opening for means of escape in case of emergency.

For night security there will be a security shutter to the recessed entrance. To minimise intrusion this is an open mesh brick pattern type, coloured & finished as for the shopfront. The shutter box is concealed in the entrance lobby soffit.

A new red powder coat finished rectangular **fascia panel** will be fitted with push through letters, the letters lit from behind by low energy LED lights, which are long life and minimise maintenance maintaining their appearance. Similarly there is a **projecting sign**.

Informative:

An application under the Building Regulations via an accredited inspector, is also being made in addition to this planning & advert application.