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PLANNING DEPT
CAMDEN BORO' COUNCIL

RE- 101-105 SOUTHAMPTON ROW, LONDON. — PROPOSED NEW SHOP FRONT

DESIGN + ACCESS STATEMENT

DESIGN

AMOUNT OF DEVELOPMENT — CHANGES TO THE WHOLE OF THE EXISTING SHOP FRONT.

USE — RETAIL SHOP + RESTAURANT (COMBINED USAGE)

LAYOUT — NO CHANGE TO INTERNAL LAYOUT — ONLY TO SHOP FRONT

SCALE — EXISTING SHOP FRONT WINDOWS TO BE EXTENDED TO FLOOR LEVEL, BY..

REPLACEMENT UNITS CAPABLE OF OPENING UP SHOP FRONT WHEN REQUIRED.

APPEARANCE — ALL DETAILS OF NEW SHOP FRONT TO BLEND IN WITH SURROUNDING EXISTING PARTS OF THE BUILDING.

LANDSCAPING — NOT APPLICABLE.

ASSESSMENT — THE PROPOSAL WILL ALLOW THE OPTION OF OPENING UP THE SHOP FRONT AREA FOR EASY ACCESS TO THE GOODS ON DISPLAY AND TO THE RESTAURANT AREA TOWARDS THE REAR OF THE BUILDING. THE 'OPENING UP' OPTION WOULD OBVIOUSLY ONLY BE USED IN GOOD WEATHER CONDITIONS.

INVOLVEMENT — ALL NECESSARY GROUPS + PARTIES TO BE CONTACTED AS PART OF THIS APPLICATION.

EVALUATION — THE BUILDING IS ON A BUSY ROAD IN LONDON, WITH A WIDE OPEN PAVEMENT ASPECT. THE PROPOSAL WILL ENHANCE THIS OPEN ASPECT TO PASSING TRADE FROM THE PUBLIC; AND ALLOW MORE VISUAL ACCESS TO THE INTERIOR OF THE BUILDING; WHICH HAS BEAUTIFUL DETAILING INCLUDING HAND PAINTED COFFERED CEILINGS.

DESIGN — THE SHOP FRONT PROPOSED NEW 'SHOP WINDOW' WILL COMPOSE OF FOLDING SLIDING FULLY GLAZED UNITS IN A MODERN SLIMLINE DESIGNED FRAMING SYSTEM. THE SHOP FRONT DISPLAY UNITS WILL BE ON MOVEABLE BASES.

ACCESS — ACCESS WILL BE IMPROVED TO ALLOW COMPLETE LEVEL ACCESS ACROSS THE WHOLE OF THE SHOP FRONT, WHEN REQUIRED