

Design and Access Statement for 97 Parkway, Camden

Statement of Intent

Martin & Co is the UK's largest lettings agency franchise with currently 167 branches around the UK. The company was established as a franchise in 1995 and its head office is located in Bournemouth. The corporate specification was compiled 4 years ago by a Public Relations and Shopfitting Advisor and was pitched to focus groups and planning advisors to ensure design and colours would fit with guidelines that would cater for all retail sectors across the UK including conservation areas and locations with listed buildings.

We currently have a new franchisee launching into premises in Camden who will be supplying a professional residential lettings service to the local area and also creating employment opportunities for in house staff and also supplying maintenance work to local subcontractors.

Current Situation



The ground floor shop unit is situated fronting the paved pedestrianised area and road called Parkway. Other businesses in the area include estate agents, restaurants, grocers, newsagents and retail businesses. The property is at the ground floor within in a terraced block of brick construction.

The Approach and Parking

The property does not include its own parking so staff will park in local car parks and approach the premises on foot. Customers can approach using the public footpath along Parkway.

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Proposal

We intend to change the use of the unit from A1 retail to A2 for use as a lettings agency.

We also intend to install a new non-illuminated fascia sign and a projecting sign and a separate application for advertisement consent has been made for this. The colours we use for the fascia is Dulux Jazz Blue 1 and has been used on listed buildings and in conservation areas previously and is extremely close to a national heritage colour.

Internal refurbishment

The property is currently empty and will benefit from a corporate office fit out which will be cosmetic and no structural alterations will be carried out to include decoration of existing walls internally and decoration of shop front externally, new karndean floor covering, new cat2 lighting and installation of cat 5e cabling.

The external fascia signage will be decorated in a matt finish using Dulux colour Jazz Blue 1 reference 70BG 10/214. The colour is not offensive and blends well in urban and rural areas. The materials we use for the signage are foamex and aluminium which gives a clean cut finish and professional image and we have used nationally

See below for examples of how the property will be finished.



We believe that the office fit out and nature of the business will make a positive improvement on the local area both within the business and residential community.

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