

WAITROSE JOHN BARNES – PROPOSED EXTENSION & REFURBISHMENT

**DESIGN & ACCESS STATEMENT FOR PLANNING APPLICATION FOR NEW
SHOPFRONT
AT WAITROSE, 199 FINCHLEY ROAD, LONDON NW3**

Ref: 0244.003

Prepared by Bamber & Reddan Architects
73 Collier Street
London N1 9BE

Design Process:

Waitrose intend to extend their existing supermarket at 199 Finchley Road into the premises formerly leased to Habitat, with the shopfront occupying the whole of the Ground Floor. As part of the refurbishment it is proposed to unify the shopfront in appearance by re-using and or replacing materials hidden by the existing tiled and laminated fascias. The shopfront includes entrances to the flats overhead and these, whilst not being altered in anyway by this application, are now part of an overall unified appearance. A new entrance is proposed to the existing Waitrose side, whilst the existing Habitat doors will become the exit.

Use and Concept:

The store is one of Waitrose's popular and well-used London branches and the building has a high profile on Finchley Road. The first section of the original building was constructed in the 1930s and extended in the same manner to give the building now existing. The five stories of apartments from Second Floor up have remained virtually unchanged since their construction. The Basement, Ground and First Floors were occupied by the John Barnes department store and they have undergone many internal changes over the years. In the early 1970s the department store ceased trading and the Ground and First floors were divided into two units occupied by Waitrose and Habitat. At that time the plant and unloading bays were constructed on Broadhurst Terrace.

The concept of the proposed design is to once again reunite the use and appearance of the store and make it both more visible to passers by and more attractive to customers by being easier to use and access externally and internally. The new internal layout gives freer and clearer routes within the store, helped by the relocation of the entrance. Lift access from the basement carpark is maintained as existing.

Customers generally arrive at the store by public transport as it has bus stops on the wide public footpath that fronts the building and Finchley Road tube station is adjacent to the site. There is a taxi rank on Canfield Gardens to the side of the building.

Layout:

The main entrance will move to closer to the corner with Canfield Gardens below a new feature clock fixed to the canopy edge, this is where there is an existing secondary stepped entrance into the store. The internal floor level is approximately 300mm higher than the pavement level so external steps and a ramp are proposed. The ramp (1 in 20 slope) and steps will be contained under the canopy and extend no further than the line of the existing basement below. The pavement is also at its widest at this point and the layout does not prevent continuous access along the shopfront. The recessed entrance will be highlighted by white glass cladding to double automatic sliding entrance doors. The existing doors will be replaced by windows to match existing. Similar white glass cladding will define the recessed exit, which will be in the same location as the Habitat entrance, and which will have two sets of automatic double opening doors.

Level access will be provided at both doors and internally the floor is level throughout. As noted above there is lift access from the Customer carpark in the basement. A disabled wc will be provided at Ground Floor Level.

Scale and Appearance:

The canopy defines the length of the shopfront to Finchley Roads and returns on both sides to Canfield Gardens and Goldhurst Terrace, the canopy will be retained and refurbished. Much of the existing glazed shopfront, with its bronze aluminium framing and black marble stallriser will remain and new shopfront will match these details. The existing white ceramic tiling to the Waitrose section of the building and the white laminate fascia to Habitat will be removed and the original stone fascia and cladding restored and / or replaced. An existing solid section of shopfront adjacent to the proposed main entrance will be removed and replaced with glass. An existing section of shopfront beside the existing entrance to Waitrose (serving a narrow sandwich shop) will be removed and replaced with a stone faced solid wall, incorporating an engraved 'Waitrose' logo. The shopfront will now match the existing entrance to the apartments over in terms of finish, with only the entrance and exit doors surrounds defined within the structural openings by white glass cladding.

The shopfront will be contained entirely within the existing structural openings and there will be no reduction in the overall amount of glazing. Stallriser heights and fascia depths will match existing, so therefore the scale of the existing shopfront is maintained, but its appearance enhanced by use of the same materials throughout. No alteration is proposed to the existing facade at First Floor level.

New signage will replace existing on the fascias, with 'Waitrose' signs being fixed to the canopy edge and over the entrance and exit doors. Signage will also be fixed to the facade above first floor, a separate application will be made for the signage. Manifestation in the form of the Waitrose 'slash' logo across the windows will define the glazed areas. The new shopfront does not alter the relationship in terms of scale to the existing or the upper floors.

Materials:

As noted above to restore the appearance of the shopfront, all new shopfront window and door framing will be bronze aluminium to match existing. The stone fascia and column cladding will match the existing stone and any new stall risers will match the existing black marble. All the windows and doors will be clear glazed thus giving maximum views to the inside of the store.