

Design and Access Statement

Site: Poundland – 136 Camden High Street, London NW1 0LU.

Introduction

The site comprises the former 'Currys/PC World' retail outlet, positioned within Camden High Street, London NW1 0LU. New shop frontage, shop fascia & new projecting signage are proposed.

Access

Public access into the shop will be via 1 No. new, double door entrances. The entrance will have a virtually level threshold and each leaf of the new, double entrance door set to the retail area will afford a minimum 870mm, with expected clearance width slightly less. However, the double entrance doors can be held back permanently during opening hours thereby giving generous and unrestricted passage in excess of 1900mm for a variety of customers and visitors, including wheelchair users, people carrying luggage, people with assistance dogs, and parents with pushchairs and small children.

Poundland operate an 'open door' policy and as such the shop front entrance doors will all be held in the open position at all times the shop premises is open for trade.

The proposed fire exit/delivery doors to the rear elevation will be via 1 No. existing, double doors. There are no floor level differences and each leaf of the existing, double exit door set will afford a minimum 870mm, with expected clearance width slightly less.

Character

Landscaping

As this application relates to a proposed shop front and shop signage and is located within a town centre, there are no relevant issues regarding landscaping.

Scale

The height and massing of the building is existing. The scale of the shop front is considered in keeping with the building and it's location within Camden High Street, London NW1 0LU

Amount

This is not a proposed residential development.

Layout of development

The Poundland entrance is geared to the effect of the existing, structural columns, thus creating a centrally positioned shop front entrance within the left hand half of the shop entrance.

Appearance

The new shop front is of contemporary design with powder coated aluminium framed glazing all to fit between the existing columns.

The proposed shop front works will follow the pavement demise line.

The doors have dual height manifestation, from 850 to 1000mm and 1400 to 1600mm AFL, contrasting in colour and luminance with the background when seen through the glass in all light conditions and therefore are clearly marked when in the closed position outside opening hours.

Community Safety

Crime prevention

The new design will not have a negative impact on public safety. The proposals have been designed in accordance with current legislation and good practice.

The unit is fitted with a suitable Intruder & Fire Alarm systems and all M.O.E equipment meets current Building Regulations and Fire Safety guidelines.

The proposed shop unit will be fitted with a CCTV system.

Suitable measures will be taken throughout the duration of the fit out to ensure public safety.

The shop will cease trading for the duration of the fit out works.

Environmental Sustainability

Poundland is committed to a policy of environmental sustainability and recognise that the proposed development at Camden needs to meet their obligations in terms of energy efficiency.

The new signage had been designed using high quality and durable finishes. The sign has been formed using recycled acrylic is at least 50 -55% recycled product.

The new signage uses low cost, long life, energy efficient fluorescent fittings, which are easily interchangeable, to give a 'soft' effect illumination.

Movement

Access to local services / transportation will remain unchanged and is not significant to this proposal.

**PETER LEIGH
DESIGN CLD**

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