

# DESIGN & ACCESS STATEMENT

<b>Client :</b>	<b>Dr M Sanei</b>	<b>Project:</b>	<b>4020</b>
<b>Project address :</b>	<b>53A Heath Street, Hampstead London, NW3 6UG</b>	<b>Date:</b>	<b>05 November 2014</b>
		<b>Project type:</b>	<b>Shopfront</b>

## **Introduction**

This Design & Access Statement has been made to accompany an application for planning permission with advertising consent to Camden Council that proposes a new shopfront with fascia and projecting signage to an existing dental surgery.

## **1. Context**

The property is situated on a parade of shops between two estate agents on Heath Street. 53A is unique to adjacent properties in that only a ground floor is level with the public pavement. The entrance leads down a corridor to the main front elevation set back 7m from the pavement. 53As shopfront consists of a front door and high level signage only, whereas neighbouring businesses have publicly facing window displays. The parade of shops is part of the larger shopping district that surrounds Hampstead Underground station, the shopfronts widely vary in style, scale and colour.

## **2. Site & Use**

The property has been in use as a dental surgery since 1986 and D1 use to the entirety of the property was approved 13<sup>th</sup> March 2001 (Ref: PWX0103221). The site is located in a conservation area as of 1<sup>st</sup> February 1968.

## **3. Layout**

The site has one entrance customers access from the main road which leads to a corridor to the main building set back from the public pavement by 7m. One central staircase connects three floors. On the first floor there are two street facing windows while the second floor mansard roof contains a single publicly facing window. There are no proposed alterations to the existing layout as part of this application.

## **5. Proposal**

The proposal is for the replacement of the existing main entrance and signage that will improve the aesthetic and have a positive impact on the business and overall street scene of Heath Street. The existing metal framed exterior will be removed and replaced with a glass door set within metal frame painted black or dark grey. The existing fascia signage will be removed and reduced in depth. The existing projecting signage will be replaced with a smaller sign to be more in keeping with the street scene.

## **5. Access**

There are no proposed alterations to existing access, the new door will provide access as existing.