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**Planning Application Ref 2015/1134/P**

**Design Statement - Proposed Frontage at 5 Elm Terrace, NW3 2LL**

It is the design intent to remove a tired and un-liked frontage and replace it with a bright, modern, barrier free facade befitting a 'state of the art' dental practice.

(The dental practice is to undergo a complete transformation, upgrade and refit).

Elm Terrace has a mix of businesses and presents an interesting variety of shop fronts which provides character and animates this part of the street scene.

It is intended that the frontage of the dental practice will add to and enhance this lively eclectic mix.

It is proposed to reduce the floor level of the reception area to match the existing pavement level and provide a user friendly barrier free level entrance to the Practice.

Clean lines and high quality finishes of the frontage will project an image to reflect the clinical efficiency and dental health being offered by the Practice. From being a dental practice hidden from the public behind a closed façade, it will be transformed to an open frontage offering views in to a welcoming and friendly interior, whilst projecting the Practice's image to the public and enlivening the street scene.

The frontage is balanced proportionally with doors at either side of the 'shop window' and with a transom introduced to reduce the scale and to match the door heights (similar to those at No. 4). A stall riser is added as per a previous planning officer's request. An awning will complete the installation.

The frontage proposal reflects the interior plan (note that the previous approved frontage was unworkable due to means of escape issues).

The unsightly air conditioning equipment housing will be removed to reveal the whole pilaster. It will be replaced by new wall with an integral sign (to further detail).

The existing York stone paving will be retained and be made good where necessary.

*Nicoll Russell Studios*  
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