

DESIGN AND ACCESS STATEMENT

IN RESPECT OF

**PLANNING APPLICATION FOR THE
INSTALLATION OF A NEW
SHOPFRONT (WITH ADVERTISEMENT
CONSENT)**

**AT 64 KILBURN HIGH ROAD, NW6
4HJ**

**ON BEHALF OF POWER LEISURE
BOOKMAKERS LTD**

APRIL 2015

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1. INTRODUCTION

- 1.1. This statement is submitted in support of the application for a new shopfront including advertisement consent at the application site, 64 Kilburn High Road.
- 1.2. The proposals relate to the vacant unit at 64 Kilburn High Road. The application is submitted on behalf of our client Power Leisure Bookmakers Ltd.
- 1.3. In order to facilitate the successful operation of the unit as a betting shop, alterations are required to the premises.
- 1.4. This statement provides a summary of the works proposed, both in terms of design and access, and assesses the impact of the proposals on visual amenity. The statement concludes that the planning application complies with the Council's policies and the proposals will not have any harmful impact and therefore permission should be granted accordingly.

2. SITE CONTEXT

- 2.1. The site is located on the eastern side of Kilburn High Road, on the Camden side of Kilburn Town Centre and is within Camden's designated Core Frontage.
- 2.2. Surrounding units are predominantly in A1 use, and the unit sits between Boots Pharmacy (A1 use) and M&S Simply Food (A1 use).
- 2.3. The building itself is neither statutorily listed nor locally listed, and is not within a conservation area.
- 2.4. A service area is located to the rear of the unit, accessed via Kilburn Place to the east.

3. RELEVANT PLANNING HISTORY

3.1. A variety of applications have been submitted for new shopfronts and advertisements since the 1950s, all of which have been approved. These applications are listed below:

- **REF: TP1541/14345** – ‘The reconstruction of No. 64 Kilburn High Road, Hampstead, and the erection of a new shopfront’ – Approved 20/11/1959.
- **REF: TP1541/5614** – ‘Reconstruction of No. 64 Kilburn High Road, Hampstead, and the erection of a new shop front’ – Approved 30/06/1960.
- **REF: 9023** – ‘Installation of new shop front to 64 Kilburn High Road’ – Approved 08/07/1980.
- **REF: 24203** – ‘The installation of a new shopfront’ – Approved 30/03/1977.
- **REF: 2735/AD549** – ‘The erection of an internally illuminated fascia sign of length 9' (2.7m) and depth 5' (1.5m) to read "PLUMBS" in red letters on a white background. The sign to be 8' 4" (2.4m) above the footway’ – Approved 30/03/1977.
- **REF: AD2263** – ‘The display of an internally illuminated fascia sign comprising a 16 ft x 4 ft laminated panel with individually illuminated letters and a 16 ft x 6 in box sign with individually illuminated letters’ – Approved 28/06/1983.
- **REF: 8600122** – ‘Installation of a shopfront and an alteration to the front elevation at first floor level as shown on drawing No.JN/626/02/C revised on 13th February 1986’ – Approved 25/02/1986.
- **REF: 8680015** – ‘1) Display of an internally illuminated fascia panel sign measuring 1.70m by 4.70m overall affixed at a height of 2.75m between pavement and underside levels. 2) Display of an internally illuminated double-sided projecting box sign measuring 0.90m by 0.45m affixed on’ – Approved 14/04/1986.
- **REF: 2004/3384/A** – ‘The retention of an internally illuminated fascia sign and projecting sign to the ground floor shop unit’ – Approved 11/10/2004.

4. DESIGN

Shopfront

- 4.1. The proposals seek to install a new shopfront. The existing commercial aluminium shopfront framework will be removed and it will be replaced with a new aluminium framed display windows. The shopfront will be painted "opal green" to match Paddy Power's signage. New stall risers are to be installed and clad externally in black ceramic tiles. The existing marble clad pilasters are to be retained and cleaned.
- 4.2. The existing aluminium front entrance door is to be removed and replaced with a new aluminium framed glazed entrance door. The entrance door will maintain its level threshold access and a new internal ramp will be installed to ensure those with disabilities can easily access the unit.
- 4.3. The position of the door will be moved from a central location to the left hand side of the unit to allow more efficient internal use of the unit and to create a larger active window display. This style of shopfront is common within the town centre, particularly with smaller units such as this one e.g. Nos. 96-98 (Holland & Barratt), 106A (GNC), 130 (Cashino), 138 (Mega Game), and 178 (Bake & Cake). The solid panel on the door will be in line with the new stallriser and care has been taken to ensure the shopfront is in proportion.
- 4.4. All existing alarm boxes associated with previous occupations are to be removed and a new alarm box is to be installed on ground floor front elevation.
- 4.5. The existing door and framework to the rear at second floor level is to be removed and replaced with a new "Soham" security door with external key over-ride installed.
- 4.6. The proposed shopfront has been carefully designed and will accord with the Development Policies (2010) **Policy DP24** *Securing high quality design*, **DP26** *Managing the impact of development on occupiers and neighbours* and **DP30** *Shopfronts* and **CPG1 Design** (Section 7).
- 4.7. The proposals will improve upon the existing shopfront, positively enhancing the character and appearance of this part of the shopping parade. Kilburn High Road is predominantly a commercial area and the proposals seek to complement the surrounding uses by introducing colour and visual interest to the street scene. The new shopfront will respect the rhythm, style and proportion of buildings which it forms part of, contributing positively to the overall appearance of the area.

Advertisements

- 4.8. Along with the new shopfront, the proposals also seek to install new signage to the Kilburn High Road elevation.
- 4.9. The proposals seek to install one new fascia sign with corporate Paddy Power signage on the Kilburn High Road elevation. The fascia will be formed from aluminium panels and will be decorated in 'opal green' and 'light moss green' stripes with a 'yellow green' coloured edging. The letters will be individually raised opal acrylic in 'white', which will be internally illuminated.
- 4.10. One projecting sign is also proposed displaying the 'Paddy Power' logo with face panel in 'yellow green' with fret cut text backed off in opal acrylic lettering to match the 'white' 'pp' logo. The sign shall be attached to the fascia by new 40mm diameter brush stainless steel projecting support arms. The projecting signage will be fabricated from aluminium panels and will be internally illuminated via fluorescent tubes.
- 4.11. The proposed signage has been carefully designed and will in accordance with the Development Policies (2010) **Policy DP24** *securing high quality design*, **DP26** *managing the impact of development on occupiers and neighbours* and **DP30** *Shopfronts* and **CPG1 Design** (Section 8).
- 4.12. The fascia and projecting sign will create a cleaner and more sophisticated look to the shopfront, enhancing local distinctiveness whilst complementing other adjacent modern shopfronts and signage. The proposed signage is in proportion, and in relation to the premises and other units in the street scene in line with **CPG1 Design**. Indeed, other commercial shopfronts including Boots, M&S Food, and JD Sports display similar fascia and projecting signs in terms of size, colour and illumination.

Shopfront and Advertisement Summary

- 4.13. Overall, the new shopfront and signage will improve the appearance of this vacant unit. It will preserve and enhance the appearance of the building itself and the wider shopping parade complying with the council's policies. It is considered that the proposals will have no detrimental impact upon the visual amenity, and will improve the character and appearance of the building.

5. ACCESS

- 5.1. The level access on Kilburn High Road will be maintained and customers including those with mobility difficulties and wheelchair users will be able to access the premises without difficulty, this is in line with the requirements of the Equalities Act 2010 and **CPG1 Design**.
- 5.2. Overall we consider that the proposals are entirely acceptable and will enable the operation of the new occupier and help improve the aesthetic appearance of the unit.