

DESIGN & ACCESS STATEMENT

DALES PHARMACY
463 Finchley Road,
London,
NW3 6HN

ENTRANCE

Working within the constraints recommended by planning, we are replacing the existing aluminium shopfront frame & entrance door. The new automatic sliding door will have a large glazed panel, with manifestations to glass, providing clear visibility for parties approaching from both directions. The entrance platt is slightly ramped from the pavement due to the slope in the pavement allowing disabled access to the premises.

The new floor in the retail area will include a new entrance mat. This mat provides the entrance with a visual demarcation between the threshold and the pavement.

SHOPFRONT DESIGN

Existing aluminium shopfront replaced with new aluminium shopfront frame & framed automatic sliding entrance door .

The bottom part of the existing pilasters are existing black stone.

The classic colour for the new shopfront has been selected to complement the building and street scene. The colour will be attractive and durable, being low maintenance and therefore enhancing the new shopfront for many years.

The shopfront will reflect the area it is situated in as well as positively promoting the modern and forward thinking pharmacy business within.

The existing fascia will be stripped out and the company's new corporate identity will be promoted by the use of an internally LED illuminated fascia sign with graphics and new internally LED illuminated projecting sign.

The new automatic single sliding door will provide good access for disabled customers and mothers with prams.

JUSTIFICATION STATEMENT

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DALES PHARMACY is an existing business in the Camden area for many years and has an established corporate identity. They need to maintain this professional image and therefore wish to update their colour scheme and graphics.

This new aluminium shopfront in a classic dark grey/black which would require very little maintenance to keep it looking good for many years.

In this economic climate it would create a fresh appearance that Dales Pharmacy want to create for the public and the street scene.