

DESIGN & ACCESS STATEMENT

Store H MART mini

Address 115 Tottenham Court Road, London, W1T 5AH

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H Mart Europe Ltd
Unit 5 Leigh Close
New Malden
Surrey
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PURPOSE OF PROPOSAL

The application is for the installation of a new Shopfront and signage.

RELATIONSHIP TO EXISTING BUILDING

The shop is located at ground floor level of the building and the new design of the shopfront has been designed to be matched with neighbours' and to enhance the atmosphere. The new shop front is to be made of full height glass with fascia. Therefore, the new proposal will replace existing old shopfronts made of thick aluminium frame window and doors.

DISCUSSIONS WITH NEIGHBOURS

All the changes proposed have been discussed with neighbours within the block and there was no loss amenity as a result of the proposal.

DESIGN PRINCIPLES

The main design principles we adopted after thorough observations during days and nights were (i) to enhance the area with clean and bright image by transparent new shopfront and fascia, (ii) to improve the retail impact due to the contribution it make to the vitality and attraction of the area and (iii) to take inspiration from the neighbouring units and to reflect the general scale in the area.

SCALE, HEIGHT, WIDTH AND LENGTH OF THE PROPOSAL AND THE RELATIONSHIP TO THE EXISTING BUILDING

The existing building used to be a newsagent (T/A Capital Newsagent) and the proposed building will be used as a retail shop. Therefore, we are proposing to install a new shopfront and signage for the new store.

The height of the shopfront is 4.4m and the width is 4.5m. Although we only propose to change the shop front, it will make the shop more attractive and brighter, especially with the replacement of roller shutter box which is currently projected outside the shop but it is proposed to be placed inside.

ACCESS

We were advised from Camden Council that we would not be required to make it DDA compliant [Policy DP 29: Improving Access of the LDF] because the building is not new. However, we will provide a portable access when the access is needed and it will cover the step of 130mm (high) from pavement to store.

RELATIONSHIP BETWEEN THE PROPOSED WORKS AND PUBLIC ROUTES

Not Applicable

LANDSCAPING TREATMENTS

Not Applicable

MATERIALS AND MAINTENANCE

The proposed materials will be much those of existing. However, in order to brighten up the area, the proposed shopfront is made of full height glazing glass and powder coated frames. The new shop sign will be made directly onto timbers for natural look and feel.

The proposed materials are easy to clean and maintain against pollution on a regular basis.

IMPACT ON THE STREET SCENE

The area gets very dark at nights and even during the day it is not bright because of the surroundings such as a telephone booth and a big tree which are located directly in front of the shop. The neighbour, No. 114 is closed early at night and the existing building did not provide any illuminated signs outside the building.

Therefore, the proposal seeks to improve the appearance and to increase security after dark by providing illuminated signs which do not cause light pollution.

SUSTAINABILITY

In order to be sustainable environmentally, we are going to apply v-cladding for the shop front fascia panel which has been recycled and can be recycled after its life. Please refer to the details provided.

WASTE AND RECYCLABLES

Not applicable.