



DESIGN AND ACCESS STATEMENT

Client: GuitarGuitar Limited
Prepared by: Fusion Building Consultancy Limited
Planning Application: PP-05085814
Application Type: Full Planning Application with Consent to Display an Advertisement
Date: 25/04/2016
Project Location: GuitarGuitar, 16-18 Delancy Street, Camden, London, NW1 7NH
Works Description: Retail Fit Out and Shop Front Changes

The property is located on the corner adjoining Delancy Street and Arlington Road. This property is accessible off Camden High Street. The site is surrounded by similar retail, restaurant and residential properties. The site is a ground floor empty unit with residential properties forming the upper floors. The accesses to the flats are separate to the retail unit and on different elevations.

The project involves the internal fit out of the property to suit the Clients bespoke requirements. As part of this fit out, partition walling will be formed to support Slat walling which will be formed along both elevations. This has prompted us to change the exterior of the building to prevent an unsightly interior form the path externally when looking through the existing glazed windows.

Externally, the client intends to install powder coated aluminium frames complete with matching twin skinned powder coated aluminium infill panels to all existing openings. There is to be no changes to the existing façade arrangement. There will be 2no. Entrances into the property which will be simultaneously used as fire exits. The main entrance differs slightly and rather than have a solid infill panel, this will be glazed entirely with mullions and transoms.

The client is also looking to install 2no. Fascia signs with additional signage fitted to the glazed main entrance. The signs are to be constructed with pre-finished UPVC Acrylic which will be illuminated to a Halo-effect. The sizes of these can be found in the application form and on the proposed drawings.

We strongly believe that our proposal fits suitably with the surrounding street scene found along Camden High Street. The signage will be visible from Delancy Street and Arlington Road, so customers specifically looking for the store can identify its location easily.

The colours used as part of the scheme match the consistency found to all of their stores around the UK which ensures that the store is recognisable.

To our understanding the building is not listed, nor does this fall within a conservation area.