

Design and Access Statement

London Borough of Camden
5 Pancras Square
London
N1C 4AG

Strictly Private and Confidential
Project: 65 Hampstead High St, London NW3 1QP
RE: Planning application
SENT: Via online planning portal upload
Date: 14 January 2016

This design proposal is regarding the installation of two new awnings on the front façade of the shop and to move the existing lights above the awnings for a shop at 65 Hampstead High St.

1. Background:

The existing shop is at ground floor level. The property forms part of a wider parade of shops fronting the Hampstead High street.

The awnings are in a unique brown colour and the name of the store, Venchi, is in white in the middle as per drawings enclosed.

This proposal is regarding:

- Two new awnings to be installed on front shop fascia.
- Moving the existing lights above the awnings.

I have included the following drawings for your consideration to explain the proposal in greater detail:

A-0.01	Location plan	1:50
A-0.10	Existing Detail	1:30
A-0.11	Proposal Detail	1:30

2. Awning:

We will integrate 2 new awnings on the existing fascia.

The new awnings are 4420x1400 and 4050x1400mm.

3. Precedent:

The proposed awnings are a typical feature of Hampstead High Street. We would like you to consider that the area is commercial in nature and like in the precedent which bear similarity to the design that we are proposing with our application.

- Paul Patisserie at **43 Hampstead High St, NW3 1QG** is a building on the opposite sidewalk and it has an awning in the shopfront.



4. Benefits to the Area

The proposed new facade will improve the appearance of the facade, tidying up the front of the existing premises and provide a protection from the sun and rain to the customers.

Taking in consideration the proposed design and the above analysis, we therefore request that the Council grant this planning application.

Kind regards,



Ivan Lazzaroni

Director Omnide
Architect ARB, OAPB