

Application for Planning and Advertising Consent

Property - 133 Clerkenwell Road, London

Applicant – Superdrug

Description of the Site

The property is situated at 133 Clerkenwell Road, London (to be known as “the retail unit”). It is located at the within a main high street. A map showing the building location can be found in Appendix 1.

Planning Applications

The existing Retail Unit has been stripped back to shell by the Landlord. The only works to be carried out by the incoming Tenant are as described below and also on the application drawings.

The existing shop front, glazed frames and stall riser are to be replaced, the existing stepped access to the retail unit is to be removed and replaced with a new DDA compliant internal access ramp. The existing entrance doors are to be removed and access relocated to the left hand side of the shop front with sliding doors leading to an internal DDA compliant access ramp. The proposed shop front and entrance doors are to be installed by the incoming Tenant and finished in RAL 9003 White.

An advertisement application will be submitted in conjunction with the Planning application on behalf of Superdrug. The proposal is to replace the existing fascia signage within the current zone with new externally illuminated fascia panel with “Superdrug” signage as detailed below and a projecting sign, again, as detailed below.

Signage Proposals

1 no new fascia sign, individual aluminium lettering and logo, white, on 3mm brass locators mounted directly to existing fascia. Sign to be illuminated by external trough light to length of sign. The overall signage dimensions are 3325mm long with the maximum height of 367mm.

1 no new projecting sign with external illumination, 3mm aluminium panels with 50mm returns, powder coated RAL 9017 Black with text and logo stencil cut backed up with 3mm opal acrylic finished white. Sign to be externally illuminated by trough lighting. Overall projecting sign size is 600mm x 650mm offset from building 50mm.

Accessibility

The existing stepped access is to be replaced with a new DDA compliant internal access ramp to provide compliant access and escape to the Retail unit. The existing entrance doors are to be removed and the entrance relocated to the left hand side of the retail unit and replaced with new automatic sliding doors on a failsafe to remain open on the activation of the alarm. The above works area shown on drawings CPS 16 078 005D – Proposed GA Plan and CPS 16 078 008 – Shop Front Section

Internal Layout

The layout of the proposed new unit has been designed in accordance with the requirements of the incoming tenant, which has therefore resulted in the introduction of new plasterboard partitions. No alterations required to the structure or the original fabric of the building.

Use

The proposal is in keeping with the surrounding buildings and the designated use class remains unaffected.

Appearance

The external appearance of the unit will be altered by the proposed replacement of the shop front, relocation of the entrance doors with removal of the existing stepped entrance and introduction of the compliant ramped access and also the provision of the new signage scheme which is subject to the Planning applications and does not contravene any Policy Guidance.

Appendices

Appendix 1 – Site Location Plan, Drawing no CPS 16 078 001

Appendix 2 – Existing Streetscape Photographs

Proposed Entrance modification works as described on Drawing No. CPS 16 078 010 – Proposed GA Plan Planning Issue. Signage proposal as described on Drawing No. CPS 16 078 004F – Existing and Proposed Elevations and Drawing No. CPS 16 078 008C – Proposed Shop Front Sections, All listed drawings can be found within the application.

Appendix 1 – Site Location Plan



Appendix 2 – Existing Streetscape Photographs



Photo 1 – Front view of unit 133 Clerkenwell Road – application site. Slate surround to be retained.



Photo 2 – adjoining units to the left hand side of the application site



Photo 3 – adjoining units to the right hand side of the application site