

DESIGN AND ACCESS STATEMENT

INSTALLATION OF NEW SHOP FRONT

63-65 PARKWAY, NW1 7PP

11.07.2017

Prepared by

OROSI DESIGN

1.0 INTRODUCTION

- 1.1 This statement is submitted in support of planning application in respect of No. 63-65 Parkway, Camden. Application has been submitted for installation of a new shop front.
- 1.2 The application site is located in Camden area on Parkway. At present the application site is a restaurant. The surrounding area is predominately commercial.
- 1.3 The site is located within a conservation area and is not listed.
- 1.4 In order to facilitate the successful operation of the unit as a restaurant, alterations are required to the premises.
- 1.5 The proposal comprises the installation of a new shop front, to the main elevation of the property.

2.0 DESIGN

- 2.1 The proposal seeks to install a new shop front to the current main elevation of the Parkway side of the property.
- 2.2 The proposed shop front has been carefully designed in accordance with the Council's Planning Guidance on Shop Fronts and Associated Advertisements.
- 2.3 The shop front reflects the modern character of the area at ground level and will have a large shop front to provide an active frontage. The proposed shop front will improve upon the existing and complement surrounding commercial uses along Parkway.
- 2.4 The proposal seeks to install new bi fold doors in order to maximise natural light and natural air circulation. The proposed works include the installation of a new shop front, consisting of a simple powder coated aluminium frame with fixed full height glazing and a bi-fold door system that encourages alfresco dining.
- 2.5 Existing and proposed floor areas remain unchanged.
- 2.6 The proposal is arranged to comply with the Council's Supplementary Planning Guidance on Shop fronts.
- 2.7 The proposed shop front complements the adjacent shop fronts. Indeed, NO 45-47 Parkway display similar shop front in terms of size and material to this proposal.
- 2.8 Overall, the new shop front will improve the appearance of the premises and preserve and enhance the appearance of the shopping parade complying with the council's policies. It is considered that the proposal will have no harmful impact upon the visual amenity of the area or residential amenity of those living close by.

3.0 ACCESS

3.1 Access to the ground floor will be improved by the proposed bi fold doors which provide better access to the restaurant.

3.2 All minimum clear widths on escape route will be maintained.

4.0 PLANNING POLICY

4.1 We believe that the clean, simple proposal will sit with and not detract from the surrounding area and that bi-folding doors will encourage alfresco dining, and add life to the High Street.