

JAS DESIGN

83A WROTTESLEY ROAD LONDON NW10 5UD [REDACTED]

12/02/2020

Ref 19/017

Planning Design, Access and Heritage Statement New Shopfront at 69 Chetwynd Road

Introduction, Site and Surroundings

Set within the Dartmouth Park Conservation Area this existing butcher's shop is typical of the eclectic mix of small independent retail outlets in the area. This south facing Victorian property occupies the north corner of the junction between Chetwynd Road and York Rise with the shopfront elevated on York Rise.

Existing Building and Condition

The existing shopfront consists of a single glazed timber staff entrance door to the west, a central glass metal-framed display window and double timber-glazed doors to the east providing public access to the shop floor. A metal roller shutter is fitted directly above the glazed elements externally with an awning above this and the signage fascia board over. Painted stucco pilasters surround the shopfront and decorative corbels topped with a cornice extending across its full width. It should be noted that the shopfront is not original and therefore, does not add to the heritage of the building.

Design and Access Statement

The proposals involve the removal of the existing external metal roller shutter and guides, and replacement of the doors and display window to allow a new combined access arrangement for staff and public. Three by-fold doors are to be set to the east of a single display window with new acrylic signage fixed to the fascia above all in painted Hardwood. They are higher than the existing to fit to the underside of the existing awning and concrete lintel. The doors will aid with the passive ventilation of the shop and provide access to a refurbished shop floor with an increase in the selection of goods for sale. The decorative corbels will be restored.

Summary Conclusion

The proposed refurbishment works set out to sensitively restore aspects of the shopfront to its original condition with modest alterations that respect the host building and surrounding conservation area. The proposals are in keeping with local planning guidelines and we believe these will secure and enhance this local asset and its surrounding area for its longer-term future.

It is with the above in mind we commend this application to the council, trust you agree with the relative merits of the proposals and respectfully request you approve the application as presented. If, however you require further information or wish to discuss any aspect of the proposals then please contact me at the earliest opportunity. We look forward to a positive response in due course.

Sincerely

[REDACTED]

James A. Sloan
Director
JAS Design