

Design & Access Statement

Planning Ref:

2020/1662/NEW (pp)

&

2020/2459/NEW (adv)

Prepared on behalf of

Allure Jewellers

12-13 Greville Street, Holborn, London

Introduction

This supporting Design & Access statement has been prepared on behalf of Allure Jewellers at 12-13 Greville Street, Holborn, London, EC1N 8SB. This statement accompanies an application for planning permission for shop front alterations with associated Advertisement Consent

The purpose of this statement is to demonstrate that the shop front and necessary structural alterations are suitable for the premises and are in keeping with the character of the surrounding context and character.

Existing Use & Proposed Works

The existing shop unit is currently vacant, and the proposed works consist of structural alterations to remove an existing column, currently situated at the front of the unit, in line with the existing shop front.

Following the removal of this column, further works include for removal of the existing staircase between the ground floor and basement, and installation of a new timber staircase, running in the opposite direction of the existing. Works also include for the installation of a new shopfront which incorporates dual glass display units, either side of a new shop entrance, new illuminated signage as well as the creation of a separate office space at the rear of the ground floor of the unit.



Figure 1 Photograph of existing shop front

Shop Front & Signage Design

The proposed shopfront has been designed with both careful consideration of the local context and meeting the requirements of the client in mind. Like many other shops nearby the proposed design creates a small undercroft with two glass displays on either side. This allows the public to shelter from the elements if required and view the jewellery displays on offer by the client. To make this secure and safe, a concealed roller shutter is required to be installed in front of these displays, to be secured outside of trading hours.

To achieve this design, it is necessary to undertake structural alterations to the front of the building to remove an existing column that currently sits within the existing shopfront.



Key

1. Lead flashing sealed directly to underside of external stone Cornice.
2. Aluminium DiBond sheet to run behind illuminated signage and sealed using appropriate external sealant.
3. New illuminated signage consisting of aluminium folded panels and powder coated letters. White acrylic letters projecting 25mm from face of sign with rear 6000k LED lighting.
4. New fascia / soffit board to be set back behind roller shutter line and suitable sealed with external grade weather sealant and fixed back to frame as per main contractors proposal.
5. 11.5mm laminated safety glass securely fixed back to frame to main contractors details.
6. Timber faced stall riser. Details and finish TBC by main contractor.
7. Senior aluminium SFG/SD system, powder coated finish, colour TBC. Level threshold entrance with anti-finger trap protection to door.
8. 70mm tiled plinth to base of stall riser.

Figure 2 Proposed New shop front

The proposed new signage is to be installed in place of the existing store signage, with no significant increase in size or projection. Further details of the proposed design and works can be found in the detailed drawings accompanying the full planning application.

Access

Access to the building is to remain largely as existing. There is a shallow step to the front entrance of the unit which will be reduced slightly to make access easier and the new doorway to be installed will have a level threshold to facilitate ease of access.

Summary

The proposed details in the accompanying planning application seek to preserve & enhance the character of the area in accordance with guidelines set out in the Unitary Development Plan. The ambition of the project is to create a high quality and long-lasting store to serve the public and act as an enduring part of the local community.