



## DESIGN AND ACCESS STATEMENT

### **Shopfront alterations**

At

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London  
NW1 3EE

Rev. G

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The proposal is for Shopfront alterations including the replacement of the existing front windows and doors with new openable windows and new side door, tile cladding on the sides, replacement of shopfront main signboard and hanging sign with the addition of a retractile awning.

## DESCRIPTION OF PROPERTY & AREA

The application intends to use the ground floor level as a coffee shop and rear space to be kept as storage, by altering the shopfront but retaining the independent access on the left-hand side for the upper floors.

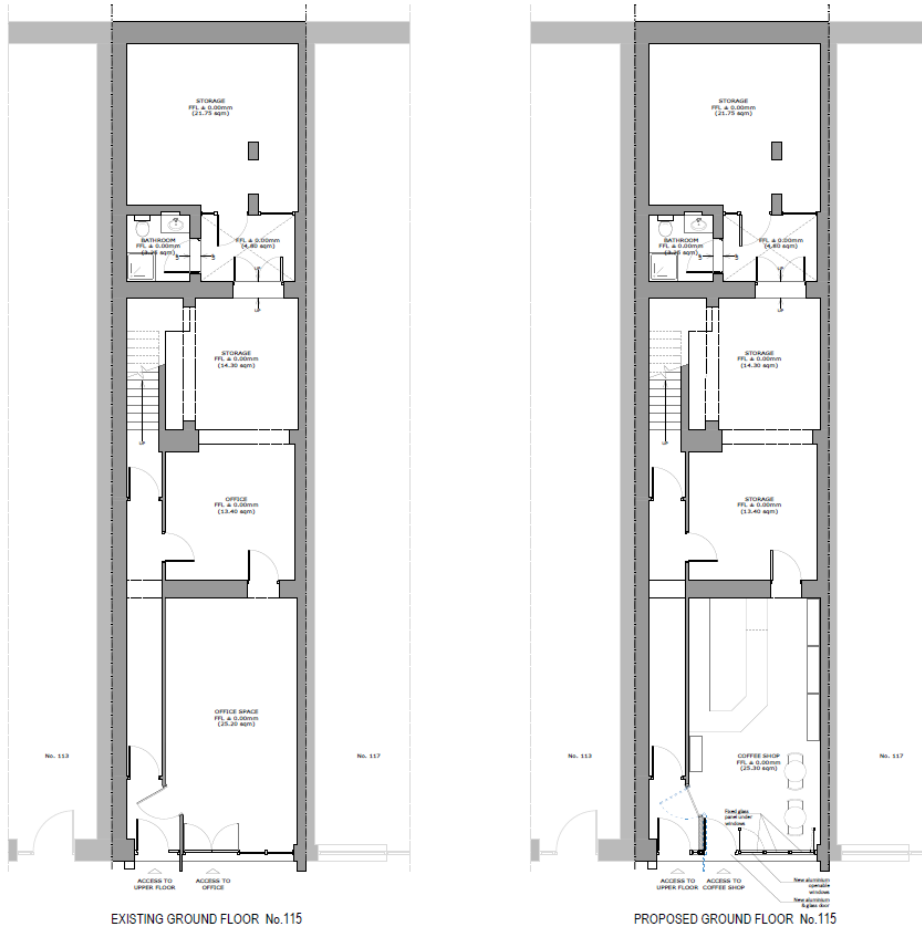


The ground floor is currently used as office space (Accountancy services) and associated storage and WC facilities. The proposal is to convert the front area of that office into coffee shop and keep the rear storage space as such. No planning application is required for any change of use, given that now both uses are the same (class E). The WC facilities will be retained as existing.

The proposal involves the replacement of all the existing signboards (Accountants and Estate Agents) with a new one for the coffee shop (as designed in the submitted drawings).



Inspirational picture for brown signboard and shopfront



The shop front will have two hinged windows opening to the right-hand side and another one opening to the left-hand side. There will be fix glass panels below them and a glass door to access the premises. Frames will be in aluminium and the side door to access the upper floors will be replaced.

### METAL GRID ALTERATIONS

The front metal grids on the ground floor will be removed:



Ground floor metal grids

## SIGNBOARDS

The new signboard will match in height and type other approved examples in the same terrace. Also, an external retractile awning is proposed, matching neighbouring premises. The signboard will not be a retro-illuminated one, as the lighting will be external, same as the existing pub in the corner or other premises in the street.



The signboards will match the original ones (not the existing signboard), with the intention of reverting back to the primary sizes, given that the current signboards in this premises differ in size and shape to the ones from the rest of the terrace.



The colours and advertisement lettering intend to add value and character to the proposal and existing neighbouring properties. See proposed design in the submitted drawings.

According to the Council policies the signboards and awning designs are as follows:

Signage:

- The hanging sign is proportionate to the fascia, shopfront and building. And therefore it does not present highways concerns.
- The hanging sign is levelled with the fascia sign.
- The advertisement and signs respect the form, fabric, design and scale of the host building and setting.
- The projecting sign height does not hang below the fascia sign.

Awning:

- The awning is designed and installed so that it ensures public safety.
- It incorporates a minimum of 2.30m between the bottom of the blind and the pavement.
- It incorporates a minimum of 1.00m between the blind and the kerb edge of the public pavement.

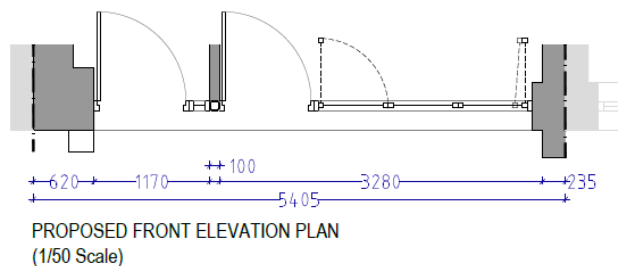




**PROPOSED ELEVATION:**



No kitchen facilities or extraction equipment will be needed for the coffee shop, and therefore, no odour report or noise assessment are required, and no ducting will be installed in the front or rear facade.



**CONCLUSION:**

We believe the proposal will help to revitalise the area and will improve the street scene by implementing a much-needed renovation of the existing shopfront for this building.

It is therefore believed that this application is a positive change and should be considered as acceptable by the planning department.