

Design & Access Statement:  
179-181 West End Lane, West Hampstead, NW6  
January 2022

Introduction:

This Design & Access Statement forms part of an application for a replacement shopfront, associated signage / advertisements and a replacement A/C unit. All these works are in connection with works to convert the unit (comprising GF and basement levels) into a new Dental Surgery for Perfect Smile Group Holdings Ltd who operate several dental surgeries nationwide including one further North AT 269 West End Lane.

The use class in connection with this conversion is Class E and unchanged.

Use & Amount

The site area is 0.02 Ha (footprint only)

Layout

The new shopfront replaces the existing shopfront to the front of the unit at GF level. The new shopfront forms a uniform flat elevation to the unit infilling a small triangular portion of the site as internal space which previously formed a covered entrance.

The replacement A/C unit will be installed in the same basement yard location to the rear of the site as the existing unit.

Scale

The scale of the replacement shopfront is single storey and replicates that of the existing shopfront.

Landscaping

N/A

Appearance

The replacement shopfront will be very similar to the existing shopfront in appearance, being formed from polyester powder coated aluminium framing with plate glass window infills. The new shopfront

will however, be more simplified in appearance without the existing horizontal intermediate framing elements at high level, and with a uniform, straight façade.

The associated signage will comprise a conventional fascia sign with over-hanging lighting, a single-board projecting sign with associated lighting, and internally applied vinyl graphics on a clear background on the windows.

### Conclusion

With the site in question currently vacant, the proposals contained within this application will assist in the re-occupation of a prime piece of West Hampstead retail frontage.

The work will be carried out to a high standard, will enhance the street scene, and will assist in delivering high quality healthcare services to the local area.

Mohsin Cooper Ltd  
January 2021.

### **14.01.22 - Submission Note**

Figures relating to 'Environmental Impacts' requested as part of the application form are unknown at the time of writing or are not applicable. In view of the planning portal's restrictions in the response to these questions (where the user cannot note unknown figures) zero has been entered.