

34 ENGLAND'S LANE BELSIZE PARK, NW3 4UE

Design & Access Statement

Advance Architecture



This application is about the alteration of the shopfront into a new graphite grey wooden frame shopfront at the ground floor unit of 34 England's Lane, Belsize Park, NW3 4UE.

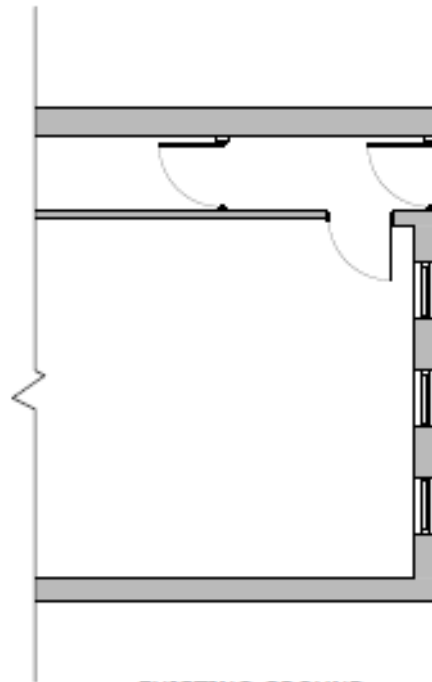
1. BACKGROUND AND BRIEF HISTORY

1.1 SITE CONTEXT



The property is located in Belsize Park of Camden council: The property does lie within the Belsize Conservation Area but has not been characterised as a listed building.

- The immediately surrounding area is predominantly mixed in use with commercial uses at the ground floor and residential units above.
- The building is a mixed used four storey premises with a restaurant at the ground level and residential units above.
- The area is characterised by four to five storey terraced premises, especially at England's Lane.
- The building lies within the Belsize Conservation Area.



EXISTING GROUND
FLOOR PLAN

1.2 EXISTING BUILDING & USE

This statement should be examined in conjunction with the submitted drawings and documents provided for the planning application.

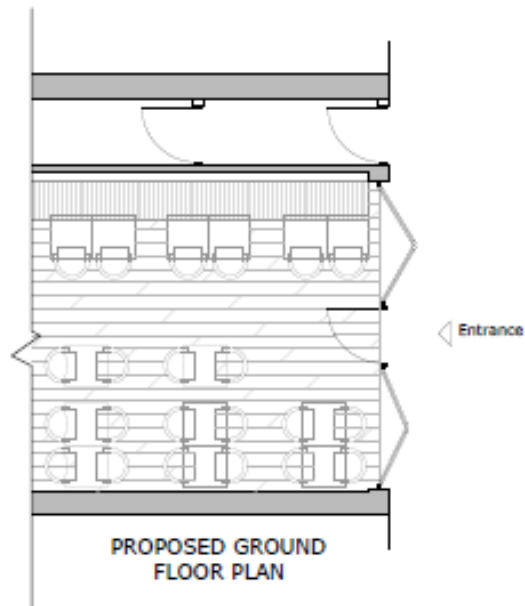
The application site is located at 34 England's Lane, Belsize Park, NW3 4UE. The four storey building has a restaurant unit on the ground floor with residential units above.

1.3 RELEVANT PLANNING & APPEAL HISTORY

- No planning application has been submitted before.

2. DESIGN STATEMENT

2.1 PROPOSAL OVERVIEW



The proposal intends to change the current shopfront into a new graphite grey wooden frame shopfront. The street has modern wooden shopfronts which coordinates nicely with the traditional character of the dwellings in the area. This way the historic features are kept and pushed forward with the modernised language. The same priority is given to the proposal as well, using a wooden frame, blending nicely within the surrounding context.

2.2 DESIGN ASSESSMENT

The proposal respects the existing building and its context, where it is located. It has the potential to optimise and draw in the customers from the street with its inviting new wooden shopfront proposal, complying with the Local policies and causing no harm to the occupants or the customers of the premises and the surrounding neighbourhood. All unit and access arrangement will be maintained and fully comply with the Building Regulations.

3. ECONOMIC & EMPLOYMENT BENEFITS

The redesign and changes will have positive impact on the locality. The proposed change will result in an additional employment to the new premises due to the customers being able to view the internal space through the opening windows thereby, attracting customers within and giving an advantage for employment. This is beneficial for the local job seekers and will support the local employment. The premises cause no harm to the adjoining properties and intend to benefit the immediate and wider surrounding area by increasing the job positions and the visitors of the area.

4. CONCLUSION

This application intends for the change of the current shopfront into a new graphite grey wooden frame shopfront.

The proposal will use the friendliest materials for the external changes that will be used at the very best quality to ensure the local environment benefits of the changes only. The design will be made to fit the existing building.

Our client is willing to invest to create the eco-friendliest spaces implementing the best constructive solutions.

The development will be sustainable and durable, will be safe and inclusive and will improve the quality, clarity and sense of space inside the shell of the building.

In conclusion, it is believed that this proposal provides clear, safe and useful addition to the premise which complies with regulations and is aesthetically acceptable as a whole and therefore, the approval of this application should be granted.

Advance Architecture