

22-24 PARKWAY, LONDON NW1 7AA

DESIGN AND ACCESS STATEMENT

The Property



A new lease is shortly to be granted for this ground floor retail premises. The above photos show the existing front and side elevations on Parkway and Arlington Road respectively.

The Proposal

Crisis is a charity that supports the homeless. They will acquire a lease on these premises in order to open a shop selling a range of good quality items. This will create a new stream of income and a presence on Parkway. The shop will build brand awareness and provide a community focal point for campaigning.

Crisis has a strong logo and branding which they therefore propose to reproduce here, as shown on the drawings. The proposed new white metal fascia will have red and black vinyl graphics applied. Two simple hanging signs of similar materials and design will be located such that they are visible to passers by. The graphics and logo will be depicted in the red Crisis brand colour.

Arrangements for access at the entrance into the premises will remain as existing.