

Project Name:

Peter Alan: New Shop front / Signage Application / and Change of Use

Location:

52 High Street

Cowbridge

Cf7 7AG

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Design & Access Statement

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INTRODUCTION

This Design and Access Statement has been prepared in accordance with the Town and Country Planning Act 1990, to accompany the planning application for the proposed changes to the existing shop front at 52 High Street, Cowbridge, CF7 7 AG.

The Design and access Statement has been written to reflect the guidance contained in the following documents:

- Design and Access Statements: How to Write, Read and Use them, published by CABE 2006 (Reprinted in 2010).
- Planning Policy Wales. Technical Advice Note 12: Design: Welsh Assembly Government.
- Access Statement Guidance: Planning Aid Wales

The Report size and content is deemed as proportional to the development scale.

The existing unit is generally in good state of repair, Peter Alan are therefore proposing to simply refurbish, decorate and apply their non-illuminated PA Black corporate branding to the existing timber fascia. It is proposed to replace the existing shopfront with a new timber framed shopfront to match the existing. Internally we proposed to fit out the unit to suit the PA Black branch will require decoration works only.

DRAWING SCHEDULE

The following Design & Access Statement is to be read in conjunction with the following drawing list:

Drawing no.	Drawing title:	Paper size:	Scale:
1617-23-200	Existing & Proposed Floor Plans and Elevations	A1	1:50/100
1617-23-190	Location Plan	A3	1:1250

The Proposal

Our proposed new ground floor PA Black branch will occupy approximately 51 sqm and we will work with the existing internal layout to make the unit work as a successful branch by carrying out internal refurbishment of the current retail unit. We are proposing to redecorate and line the existing walls, new ceiling grid and lighting scheme, new fire and burglar alarm system, and new floor finishes of vinyl, and carpet. The rear of 52 High Street and the first floor will be decorated and used for store and staff facilities.

Peter Alan intend to retain as much of the character as possible of the existing unit and the high street. It is therefore proposed to replace the existing damaged timber framed shop front with a new shopfront to match the existing.

PA Black have a corporate internal and external shop fit and branding format which they try to introduce into all new branches so that the interior of the branches generally look the same reflecting the image of the branch.

The above format works very well for PA Black environment, and meets with local authorities approvals and we have incorporated the design principles to the new proposed branch in Cowbridge.

ACCESS

The property is located directly off the High Street in the Town Centre.

The Internal customer arrangement is all on one floor with easy access within the premises. Approved Document M will form the minimum requirement to ensure accessibility and inclusive design for staff and customers, where possible given the existing restraints.

The public pavement / vehicular access to the front of the unit will not be affected by our proposed works apart from the requirement of access during the refurbishment and replacement of the existing shopfront.

The rear exit of the front unit and the entrance to the rear part of the unit which currently provide and escape route into the alleyway area will also not be affected by the proposed works. It is proposed to replace the existing rear doors with a new secure door.

CHARACTER

Amount

The proposal is for the improvements of one commercial unit, at 52 High Street. With a new shop front which is to replace the existing, like for like. The new shop front is required due to the decay of the existing timber window frames.

Within the shop front there is a proposed new fascia sign.

The existing internal footprint currently extends to 112sqm, at ground floor level and 36sqm at the rear of the first floor level. The proposed works will not affect the existing internal / external size. The area to the rear and first floor section of the building will be used for staff and store areas.

Layout

The layout of the shop front including pedestals, mullions, transoms sills, stall risers, and the fascia have all been design to match the existing. The internal layout will not be affected by the proposed works.

Scale

The height of the shop front has been designed to fit the existing openings and fascias.

The existing stall riser is approximately 400mm high finished with painted brick finish, the shop front glazing is approximately 1800mm high and the fascia sign is 350mm. The proposed shop front will be built to these existing measurements.

Appearance

The window frames and surrounds are to be painted timber finish. The details have been designed to be in keeping with the character of the street scape as per the existing.

SUSTAINABILITY

The proposed works are an improvement on the existing building. The proposal allows the user to improve the existing which currently looks tired and does not reflect the character of the existing street scape. By retaining and re-using the existing building for commercial use but with an upgraded shop front and minor works to the internal layout reduces the need to create a replacement.

COMMUNITY SAFETY

The improvement of the existing façade will go towards enhancing the quality and character in the local environment. This will encourage local business in the area to make something special of their own premises. Improvements to the character of the centre will encourage visitors. The presence of visitors and local shoppers will improve community safety in the area.

MOVEMENT TO, FROM AND WITHIN THE DEVELOPMENT

See 'Access' section above.

POLICY

Form, scale and density of our proposed development should be in character or enhance the immediate surroundings (Policy 1.8, Standard Assessment Criteria).

IMAGES



Existing Front Elevation – 52 High Street