

JAS DESIGN

83A WROTTESLEY ROAD LONDON NW10 5UD jasloan@mac.com 07772 143 910

14th January 2021

Ref 20/038/DAS1

Planning Design, Access and Heritage Statement New Signage and Decorated Shopfront at 397 Roman Road

Introduction, Site and Surroundings

Set within the Driffild Conservation Area this existing estate agents shop is typical of the eclectic mix of small independent business & retail outlets in the area. This south facing Georgian property occupies the north side of Roman Road between Zealand Road and Ellesmere Road.

Existing Building and Condition

The existing shopfront consists of a single glazed aluminium frames with frameless glasswork entrance door set into the main glazed pane and a separate half glazed aluminium entrance to the east giving access to the private residential dwelling flats above. A metal chain link (in a brick pattern) roller shutter is fitted directly above the glazed elements externally with the signage fascia board in front and above. An original painted decorative corbel remains to the east. It should be noted that the shopfront is not original.

Design and Access Statement

The proposals involve painting the existing external metal roller shutter guides, aluminium frame elements and fascia board white with new acrylic signage set on and lit from behind the existing fascia board. All other elements are to remain as existing including the entrance doors to both shop and flats and the floor plan of the shop itself.

Change of Use

The existing use of the shop is an estate agents A2 Use Class and the proposed use is Sui Generis.

Summary Conclusion

The proposed works decorative painted finishes only to the existing shopfront and signage fascia board with new signage lettering subtly lit from behind which is sensitive to the host building, neighbouring residents and surrounding conservation area. The proposals are in keeping with local planning guidelines and we believe this new business will secure and enhance this local asset and its surrounding area for its longer-term future.

It is with the above in mind we commend this application to the council, trust you agree with the relative merits of the proposals and respectfully request you approve the application as presented. If, however you require further information or wish to discuss any aspect of the proposals then please contact me at the earliest opportunity. We look forward to a positive response in due course.

Sincerely

James A. Sloan
Director
JAS Design