



DESIGN AND ACCESS STATEMENT

193 Field End Road, Pinner, Middlesex, HA5 1QR
ADA/AB/200709

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Site and surrounding

The application site is a three-storey mid terrace property. The ground floor is a commercial unit and the upper floors are used for residential accommodation.



The commercial unit on the ground floor is a barber shop, A1 use.

The site is within a 100 metres of Eastcote underground station and within the Eastcote District Centre. The site has no off-street car parking but there are parking bays along the Field End Road, outside of the units.

The site lies within the primary shopping area of Eastcote Town Centre.

Proposal

Retention of shopfront.

Details of proposal

The shopfront has a navy aluminium frame.

History

49176/94/1552 Erection of a single storey rear extension to provide a store – Approved 30/09/94

49176/ADV/2002/36 Installation of internally illuminated fascia and externally projecting sign – Approved 06/03/2002

Planning considerations

This application's objective is to revamp the shopfront's appearance, improve its design and eliminate the negative effect it gives to the adjoining properties' visual amenities.

The design and appearance

The old shopfront had a metal frame. It didn't have a traditional frame that was worth protecting. The current shopfront with its large glazing is a compelling improvement. It provides an active street frontage and an interest to the centre.

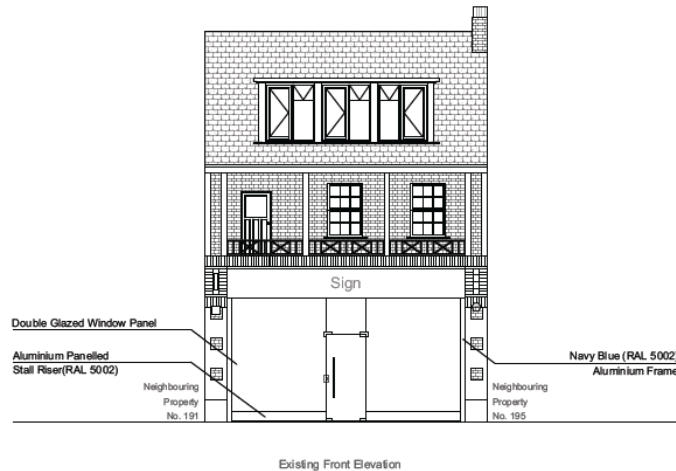
The proposal would provide a small stall riser. There are several similar examples along the terrace, therefore the new shopfront fits perfectly with the surrounding designs.



Neighbouring amenities

The London Plan (2016) Policy 7.6 Architecture states that development must not cause unacceptable harm to the amenity of surrounding land and buildings. Local policies require developments to ensure a high standard of amenity for its users and neighbours.

The retention of existing shopfront would result in no harm to the neighbouring visual amenities. The shopfront complements the parade and street scene.



The proposal therefore is in compliance with the above policies since it is compatible with the surrounding areas and no harm is caused to the visual amenity of neighbouring residents.

Conclusion

Application, which is a retention of shopfront, will be complementary to this district centre, improving its vitality and viability and offer an active street frontage.

Local Planning Authority is respectfully asked to consider this application in favour.