

Design and Access Statement

Site: Poundland 36-40 London Road, Bognor Regis, West Sussex, PO21 1PY.

Step 1 : Assessment of Context

Physical Context :

Surrounding :

- The site is a shop unit positioned on London Road within Bognor Regis town centre.
- The surrounding buildings, spaces and character are of a commercial basis typically found in a town/city High Street.
- The existing rear access routes to the shop unit will remain unchanged. Entrance to the shop front will be via 2 No. double entrance door sets.
- Access to local services / transportation will remain unchanged and is not significant to this proposal.
- The surrounding area is not within a conservation area and the premises is not a listed building.

Site:

- The site is a designated shop unit positioned on London Road in Bognor Regis.
- The building / character is a commercial shop unit.
- The affect on spaces within the site is not applicable to this proposal.
- The scheme does not involve any natural features (i.e. trees, hedges, water features).
- There are no gradients involved in the scheme and is not applicable to this proposal.
- The site is not within a conservation area and the premises is not a listed building.

Social Context:

- The proposed works will not include for the loss of an existing building and will not affect any nearby houses in terms of overlooking / overshadowing.
- The proposed works will not impact on any local services.

Economic Context

- The proposed works will create new full and part time employment opportunities.
- The opening of a new 'Poundland' retail outlet will provide new business support to the Slough area and will improve the attractiveness of the area to investors.

Planning Policies

- We have duly consulted policies E52 and E62 and confirm the proposed appearance of the shop front will not significantly detract from the visual amenity of the locality. We propose to use high quality materials to form the part new shop front, which will include powder coated aluminium sashwork and stall riser facings (to RAL 5021) and laminated glazing.

Step 2: Involvement of Community Members

- We have not consulted with our immediate neighbours.
- We do not believe the proposed level of development i.e. installation of a new shopfront satisfies the level of involvement consistent with the SCI.
- We confirm we have submitted the proposed drawings to Approved Inspectors *Approved Design Consultancy Ltd.* for building regulations approval.

Step 3: Evaluation

- The shop front has been designed in accordance with policy E52. Its appearance has been considered to fit in with the town centre environment at the same time as retaining the corporate identity of our client, 'Poundland'.
- As far as we are aware there are no constraints from any identified policies.

Step 4 : Design of the Scheme

Use :

- The proposed scheme will fit into the existing town centre shopping area environment and would not contravene any 'land use policies'.

Amount :

- The proposal is within the existing curtilage of the site.

Layout :

- Given that this is for alterations to an existing shop front, 'relative locations, accessibility and travel distances, gradients and topography' are not relevant to this scheme.
- In terms of crime prevention we propose to increase security to the site by installing laminated shop front glazing, new manual entrance doors and also by installing internal CCTV to all areas.

Scale :

- The Shop front has been designed to reflect adjacent shop fronts and will have no significant impact on the building, facades or entrances.

Landscaping:

- Due to the fact that the works being carried out are on the shop front that fronts onto a main town centre shopping street, there are no relevant issues regarding landscaping.

Appearance:

- The proposed shop front has been designed to reflect the commercial aspect of the town centre shopping district. All proposed materials are of high quality and highly durable. The framework stall risers and fascia panels are to be powder coated RAL 5021 (water blue).
- Lighting to the shop front area is via fully recessed, HQI light fittings controlled via a time clock to provide settings to coincide with shop's opening times.
- Access to the shop is via 2 No. manually operated double entrance doors, which are to be held 'open' at all times the shop unit, is trading.

Access:

- Access to the shop retail area is via a generous entrance. The entrance lobby areas will be ramped up into the retail area and will be faced with non-slip ceramic tiles. The entrance ramp has been designed in accordance with The Building Regulations Approved Document Part M.

Further information :

Links to local and national policies :

- Policies E52 and E62 have been duly consulted.

**CAROL DELANEY
DESIGN CLD
10/11/2010**