Design and Access Statement, Flood Risk and Conservation Assessment:

FINAL/W/RF/074950/500

William Hill: Philip Lane LBO, 279 Philip Lane, Tottenham, N15 4AD GR: TQ 32814 89461

Use:
The site is currently in use as a Licensed Betting Office. There is a counter area where the staff can undertake their transactions with the customers. They also have a small area set aside for staff use and their own welfare away from the public. The general shop area is open to the public for use as a betting office; seating and counter areas are available as is a toilet for customer use.

Amount:
The proposal includes the replacement of an existing shop front with an Anodised Aluminium finish, with a new Aluminium Shop front with a RAL5013 Blue powder coated finish, including one offset door and lobby and new Fascia with Projecting signage to bring the building in line with the William Hill Organisations very latest branding designs and specifications. Opportunity would also be taken to enlarge the shop floor and facilities available to customers by carrying out an extension at the rear of the premises in conjunction with internal refurbishment, with the goal of enhancing the customer experience and improving equality.

Layout: Not Applicable
There is no significant change to the layout of the building, position and surroundings remain unchanged.

Scale:
The subject unit is on the ground floor of a three storey building, with an existing shop front window/doorway combination being a total of 4.5 metres wide and 4 metres high. Retail and Office premises abound the site on the right and left when viewed from the front, which all include matching styles, materials and appearance to the submitted proposal. The height of 4 metres includes fascia signs measured from the lowest pavement intersection. Adjacent premises are on upper floors Occupied Residential premises accessible from an adjoining flush door, over counter fast food takeaway shop on the right, and an Electrical contractors office premises are to the left. Opposing the shop is both an identical retail parade within three storey premises with residential floors above retail, and a series of semi-detached private residential property. All premises including the subject shop include varying style and appearance, mostly the adjoining and opposing relevant premises include aluminium large pane appearance with a mixture of central and offset or glazed frameless integrated doorways matching the submitted proposal in regard to their contemporary appearance with a traditional framing of decorative pilasters. The upper floor premises have an independent access from the pavement and do not form a part of this submission. The submitted proposal relates to works at ground floor level only.

Landscaping: Not applicable
There is no change to the public promenade which runs past the front of the shop.

Appearance:
The existing shop front will be updated by renewal including aluminium materials with powder coated finishes, new fascia and projecting signs. Existing tiled pilasters would be over clad with RAL5013 Blue powder coated Aluminium sheeting to match the shop front, stall riser and signage. The entrance door have an offset position within a new aluminium shop front matching the adjoining premises, all aluminium will be coloured in corporate blue RAL 5013 including 10.8MM laminated safety glass to entrance door. All glazing to carry BS6206 marking in bottom right corners in an unobstructed view. The extension to the rear would be constructed as insulated cavity masonry walling off new foundations, the walls would be finished on the outside face with matching Brick, a painted timber fascia and Lead Grey GRP roof would be installed to ensure the extension provides no visual intrusion.

First and upper floor windows will be unaltered as they do not form a part of this submission, these will retain their own symmetry and balance above the retail floor, due to the size (height) of the existing fascia sign the upper floors are not considered to be reliant upon the retail environ to retain their unique aesthetic on this particular frontage.

Access:
Access to and into the shop will be provided across a level access from the pavement, equality will be improved by introduction of a sheltered lobbied approach allowing the level difference between shop floor and pavement to be ramped allowing a level accessible threshold between the lobby and the shop. The new entrance door will have a low opening weight and operate in two directions upon completion, improving access Equality where this does not currently exist. The Access door will be positioned to maximise visual impact of internal equipment to persons visiting the premises incorporating wide contrasting frame colour whilst ensuring that quality is well catered, and internal accommodation will include a new accessible WC for customers, again ensuring equality where again this does not currently exist.

Design, Scale and Illumination of Existing Advert to be retained:
The existing shop signage fascias would be retained in folded shallow boxed aluminium sheet, fret cut for Acrylic Lettering to be illuminated by internal LED lighting. A new LED internally illuminated projecting sign would also be installed on the fascia face, both signs would be static providing not more than 300cdm^2 lighting level.

Conservation:
The writer has viewed information available on the Haringey Council website and has determined that the site falls within area 19 Clyde Circus Conservation area, the largest constraint being the premises being a positive contribution building. The premises are not themselves Listed and adjoining premises provide little architectural merit indeed, the Clyde Circus Conservation area Appraisal defines the frontage has having no townscape merit. In Combination however, the terrace forms a prime retail frontage beneath a Building the writer considers to have some of Merit in materials, their form, and detailing, the site and Buildings are not however close to any recorded Ancient Monuments, Tree Preservation orders, or in a location which might influence any SSSI or nature reserve sites. The writer considers that the submitted proposal is respective of all normal policy considerations highlighted in regard to existing and proposed works given their limited nature. The Extension is proposed on a service elevation not projecting behind the building line in place, and not forming part of the frontage. The proposal does not involve the production of Smoke, will not likely attract the attention of drivers of vehicles, nor interfere with operations at Northolt nor Heathrow, they will retain a town centre purpose which after refurbishment, would be more attractive to consumers active within this retail zone.

Flooding:
According to the Environment Agency's published flooding maps, the subject property is not located within a zone of recorded flooding from rivers or sea, meaning that the proposed project will not be at risk of any flooding and any additional works will not increase the risk of flooding hazards to the area. The site should therefore be considered to fall within flood zone 1 for which no Flood Risk assessment will be required.

Site and Context:
The application site relates within a retail parade beneath Residential property located on the north side of Philip Lane, and sits within a varied commercial zone which contains a mix of A1 to A4 units as well as inner town residential accommodation comprising dwellings and flats.

Planning History:
The writer has searched the Haringey Council Website and finds 1 record of historic application relevant to the ground floor on this site, dating back to the 70's. All relevant and properly proposed applications on the site and similar applications within the wider retail parade would appear to have been consented.

Planning Policies and documents Considered:

National Planning Policy Framework (NPPF) – March 2012
Haringey saved UDP 2013 Policies:
G2Development in Urban Design
UD10 Advertisements
UD3 General Principals
UD4 Quality Design
Haringey Local Plan 2013 Policies:
SP11 Design
SP12 Conservation

HUDP Supplementary Guidance
SPG6B Advertisement
T&CP (Control of Advertisements) (England) Regulations (2007)
Supplementary Planning Guidance
Government Advice
PPS1 – Delivering sustainable development 2005
PPG15 – Planning and the Historic Environment Sept 1994
CABE Design Advise

Designers Recommendation:
The newly proposed shop front, by reason of design, and scale within a varied local environment is not considered to adversely affect the character and appearance of the property as well as the wider visual amenities of the street scene, and are not considered detrimental to Public Safety. Accordingly, the proposals are considered to accord with all relevant Policies of the Haringey Council UDP, Town and Country Planning (control of advertisement) Regulations, and the National Planning Policy Framework 2011. It is the writer's opinion that the development proposed within this submission can take place without loss of an essential retail function from this local shopping parade, retaining vitality and viability according to core Strategy Policies.





Applicants Closing Comments:
In support of our submitted design, I would ask you to consider that the works are principally being undertaken in pursuit of William Hill Organisation's desire to enhance their overall customers experience in this location. Whilst I appreciate that matters of physical design are subjective, as an International Brand, William Hill has developed over time a very strong Brand Identity which you will appreciate, is compiled from a number of small physical features which build to achieve one form. The guest experience visiting a modern betting shop is judged initially upon appearance, which includes approach leading to access, onto wow, and into use. William Hill has chosen to invest significantly in technology, and this Philip Lane Licensed Betting Office has also been chosen to receive the latest in advanced Video Wall display systems. Whilst this works alone to achieve the wow element, the remaining Brand Identity components are desired to ensure the Brand is fully constructed. In the case of Approach, William Hill desire a modern fresh frontage utilising the large pane philosophy including butt jointed glass panels, Square cut jointing in coloured Aluminium to Pilasters, Risers, and visible framing elements, where possible they prefer frame less corners, slender aluminium outer frame sections and the like, and a dominant Brand lead colour, in this case Blue RAL5013. Internally, guests desire privacy and in this regard, William Hill choose to install solid window display enclosures which, whilst allowing them to display advertisements, serve importantly to remove open viewing of their Licensed floor from the pavement and vice versa. Access of course, is essential and a level access threshold with lightweight aluminium door section is chosen, with silver framing to the door leaf providing a 'Contrasting' colour. These provisions have importantly, passed the Equalities test on a number of separate occasions, we would guide you therefore, to consider our submission favourably in this regard.