

**Design Statement:
Replacement of Shop Front 68 White Hart Lane, SW13 0PZ**



FRONT EXISTING



FRONT PROPOSED

DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

The application site comprises a two-storey property located on the West side of White Hart Lane within the Mortlake 33 Conservation Area.

The application relates to the ground floor shop, which was previously in use as a fabric shop called 'Tobias and the Angel'.

The application site is not a listed building. However, it is situated within the Mortlake Conservation Area. A full list of relevant site constraints is as follows:

- Article 4 Direction Basements
- Bank Top Planning App Tool – Environment Agency
- Mortlake Conservation Area
- Protected View – Richmond Park towards St Pauls Cathedral
- Barnes Village
- Village Character Area (West of White Hart Lane)

There are various shapes and formats of shopfronts down this side of the Lane with varying sill heights.

PROPERTY PLANNING HISTORY:

67/1268 New Shopfront

DESCRIPTION OF THE PROPOSAL:

The shop is being taken over by Only Curls - a brand specialising in products and treatment for curly hair.

The basement is being tanked with new drainage and a wc added.

For building regs reasons the basement stair is being moved to the front of the shop to provide suitable emergency escape from the basement to the front door.

Ventilation is being added which requires extract to the front facade.

The front glazing and timber framing will be replaced with new moulded timber framing and double glazed safety glazing.

The sill of the main glass frontage will be raised by +/- 300mm in order to accommodate the new stair and allow ducting outlets for ventilation.

The main glazed front is currently twin framed panels. This new installation will be one large panel.

The shopfront will be made good and redecorated in the company's colours - see image above.

CONSIDERATIONS:

From 'Mortlake 33' Conservation Area document:

Problems and Pressures :

- ***Development pressure which may harm the balance of the river and landscape-dominated setting, and the obstruction or spoiling of views, skylines and landmarks***
- ***Loss of traditional architectural features and materials due to unsympathetic alterations***
- ***Loss of front boundary treatments and front gardens for car parking***
- ***Lack of coordination and poor quality of street furniture and flooring***
- ***Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture***
- ***Loss of shopfronts and architectural detailing with disproportionate amount and excessive illumination of signage***
- ***Poorly designed and disproportionate size of roof additions; additions where inappropriate***
- ***Loss of front garden space due to lightwells***
- ***Use of poor quality products in building works such as UPVC, roofing felt and GRP products***

Opportunity for Enhancement :

- ***Improvement and protection of river and landscape setting***
- ***Preservation, enhancement and reinstatement of architectural quality and unity***
- ***Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens***
- ***Coordination of colour and design and improvement in quality of street furniture and flooring***

- **Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture**

- **Reinstate timber shopfronts and seek to approve appropriate signage without internal illumination**

- **Retain, reinstate and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens**

- **Increase planting to front gardens, seek to locate lightwells to the side and rear of properties rather than the front;**

- **Seek to encourage good quality and proportionate design and better quality materials that are sympathetic to the period and style of the dwelling**

The shopfront will remain traditional with timber framing and mouldings, sympathetic to the period and style.

There are various formats and shapes of frontages down the road, so the minor raising of the sill level will not be out of keeping.

No signage illumination is proposed.

Access and transport:

Access to the property is not impacted.

Trees or shrubs:

There will be no impact to trees or shrubs.

Fire Safety:

The application has been submitted with a new Fire Statement.