Ref: 12041

DESIGN & ACCESS STATEMENT
&
HERITAGE STATEMENT

33 Howardsgate
Welwyn Garden City
Herts AL8 6AP

2015/0756

Application

The accompanying application is for a replacement shopfront and new fascia for 'Simmons' bakers at the above premises.

Property/Location

The building is a traditionally constructed two storey structure, dating from the 1950's.The ground floor is split into two shop units with access to the first floor offices (No 31a) positioned between the two shops fronting Howardsgate.
No 31 Howardsgate is presently occupied by Cafe Nero and has a double aspect shop front facing Howardsgate and Wigmores North.
As stated previously, the building is of traditional construction with face brick walls and a plain tiled roof partially hidden by a parapet wall. The ground floor shop-fronts are positioned between banded brick piers and below a concrete/stone string band separating the shops from the offices.

The shopfronts are described in the 'Welwyn Garden City Guide to Shopfront and Advertisement Guide' leaflet as 'Individually Designed'.

The adjoining building is a four storey structure constructed in the 1960's.

Existing Shopfront.

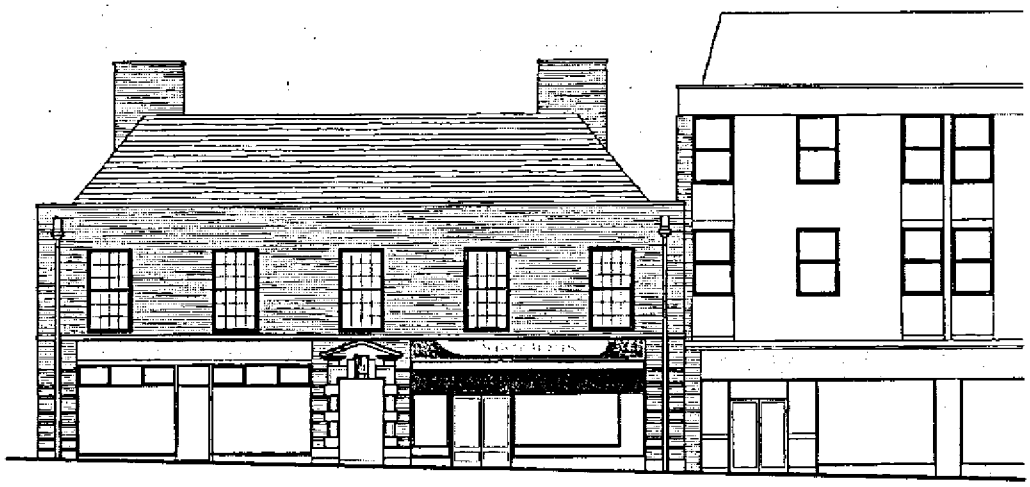
The shop front is constructed in stained timber, with a marble effect tiled stallriser from ground level to the lower cill (260mm above floor level), and a ceramic tiled riser from the lower cill to the window shopfront cill (250mm).There is a tiled section of wall (670mm wide) between the glazing and the right-hand banded brick pier.
There are two shop fascias, which are separated by the awning box,which is located within the lower fascia. The lower fascia is of a traditional design with a single colour background (red/claret) and gold lettering, when the awning is open this fascia is hidden. The upper sign is of a more modern design and is located above the awning box, in-line with the fascia of the adjoining shop unit (Cafe Nero). Because of the height of the lower fascia (starts at door level) natural light is restricted in the shop.

Proposed Shopfront

The accompanying application is for the removal of the existing shopfront and fascia's between the banded brick piers each side of the opening. A single fascia will be erected in line with the fascia to Cafe Nero, which will be of a traditional design (black background with white lettering) and include the awning box behind the fascia. The new shopfront will be glazed from the underside of the fascia to 100mm above floor level within an aluminium frame. A new brick faced wall will be constructed on the right-hand side between the pier and new glazing. The stallriser will be rendered and painted to match the existing stallriser to Cafe Nero,
All the above will be positioned within the original shopfront opening.

Reasons

The main reason behind the change is to create a more attractive/pleasurable environment within the shop for staff and customers and to maintain the current business in a competitive market place.



EXISTING STREET SCENE

PROPOSED STREET SCENE

client: Simmons (Bakers) Ltd	property: 33 Howardsgate Welwyn Garden City Herts. AL8 6AP	scale: 1:200 date: April 2013	
title: Proposed New Shop Front		drwg no: 12 041-04	A4

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