

DESIGN AND ACCESS STATEMENT
TOWN AND COUNTRY PLANNING
ACT 1990

MCDONALD'S RESTAURANT
West Street
Havant

January 2016

LIM Upgrade

McDonald's Restaurant

West Street, Havant

DESIGN AND ACCESS STATEMENT

The Site

The site is an existing town centre McDonald's Restaurant situated in a prominent corner location on West Street and Park Road Street. The application relates to the refurbishment of the shopfront, with minor additions and redecoration of the external façade to bring in line with the current Corporate Identity.

Consultation

The design proposals have been previously developed on other McDonald's town and city centre sites and valuable knowledge has been gained from amenity groups, neighbours and local authorities, which has led to the final design we are proposing.

Corporate re-imaging

The McDonald's shopfronts are currently being reviewed in the high street. In a re-imaging campaign McDonald's wish to retain their high street restaurant's new brand standard, using the modern colours and materials.

This corporate identity involves retaining the existing colour scheme covering the fascia and columns, with new full height windows and a new automated sliding door.

A replacement signage scheme in line with our clients new corporate branding is to be introduced, with internally illuminated individual text letters and a retained projecting sign.

The Proposals

In brief the proposals include an interior and exterior refurbishment works, as below;

- Existing shopfront, stall riser and entrance doors to be removed;
- Removal of existing timber window slats, signage and external lighting;
- Remove existing flag poles;
- Both entrances reconfigured, resulting in an overall reduction of internal floor space of 1.2sqm;
- Installation of new full height windows, with decals and khaki green RAL 6015 frames, on reduced 100mm black tile stall riser;
- Existing walls and columns to be clad in Forest Green Trespa;
- Installation of 2no. internal 47" LCD promotional screens, situated behind the new shopfront;
- New automated aluminium sliding entrance door to Elevation A;
- Entrance to Elevation B minimally relocated with the installation of new swing door with entrance step;

- New khaki green aluminium fascia boxes with internally illuminated letters, with retained re-lamped projecting signs;
- New graphics added to external wall;
- A full interior refurbishment and redecoration.

The Design

The LIM Concept attempts to refurbish the older look of this McDonald's Restaurant and bring it up-to-date. The proposed design will be viewed in five sub-headings relating to the site and its surrounds. These are - **Amount, Scale, Layout, Appearance and Landscaping**.

Amount: The LIM concept centres on the external façade of the building, therefore, no other buildings will be erected on-site, nor changes made to the existing site layout. Both existing entrances will be reconfigured to be squared up, resulting in an overall reduction of internal floor space of 1.2sqm. This will have a negligible impact upon the building and the surrounding area.

Scale: As mentioned above, the building will minimally change in shape or size, yet simply adopt a more contemporary façade.

Layout: There are no new uses to the building. The existing entrance to Elevation B will be minimally relocated, however all existing space in and around the site will be unaltered and unaffected, and therefore, ample access to the site is provided.

Appearance: The building will have all fascia signage replaced to match McDonald's contemporary feel. As outlined in the earlier Proposals section, the aesthetics of the buildings facades will be significantly improved with a new shopfront, with full height windows, lowered stall risers and Trespa cladding, creating a sleek, contemporary feel.

Two new 47" LCD window display screens will be installed behind the new shopfront, either side of the new automated sliding entrance door.

The existing window frames to the first floor will be redecorated khaki green RAL 6015. Both flag poles are to be removed.

External graphics will be applied externally. In addition to this, a khaki green RAL6015 fascia panel will be installed to the first floor of the rear Bulbeck Road elevation.

Landscaping: This proposal relates to a High Street Store and thus no landscaping is included within the proposal.

Access Issues & Principles

In accordance with current Building Regulations, disabled access to McDonald's has been accommodated within company policy by the following facilities and processes.

- Store access is via automated glazed doors. Please see McDonald's Access statement for Building Regulation compliance in relation to emergency egress, finishes and access widths.
- All internal floor finishes facilitate wheelchair access into and within the store. All floor finishes have low slip coefficient rating.
- Corridor and passing widths are sufficient to allow access by staff and visitors to all areas.
- Lighting levels are sufficient to provide good visibility for movement within the space and to illuminate directional and informative signage.
- Seating provision is sufficient to allow wheelchair access to at least 30% of internal seating.
- On request, a member of staff will be available to assist in product selection, purchase and carriage of purchase to place of chosen onsite consumption.
- All aspects of the development, in terms of accessibility, will be maintained to ensure that the facilities continue to be available to the public.
- It is McDonald's company policy to provide accommodation where practical in all and any way possible to facilitate the needs of customers and staff whilst within the McDonald's retail environment.