



# 10 PARKWAY CAMDEN

Design and Access Statement



PACE | JEFFORD | MOORE ARCHITECTS LLP

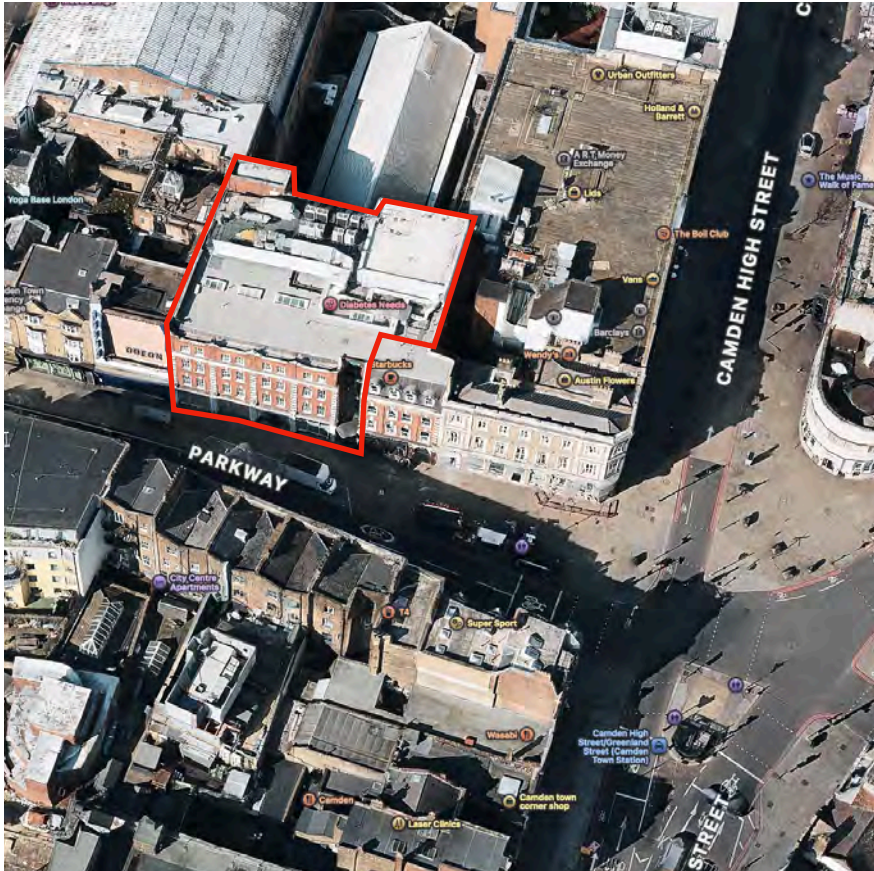
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10 Parkway viewed from the East.



Satellite view of application site.

1.0 INTRODUCTION

1.0 APPLICATION

This application has been prepared on behalf of the applicant, Rubtrade Limited, to seek planning permission for the adaptation of 10 Parkway, a prominent property located in the heart of Camden, London.

The proposed works involve the reconfiguration of the ground and basement floors to accommodate two new commercial tenancies, while retaining the existing office accommodation use across the upper levels of the building. All uses are classified under Use Class E and *does not* constitute a material Change of Use.

The design proposals include modifications to the existing shopfronts, with updated finishes and features tailored to the needs of the prospective tenants, Sainsbury's Local and Gymnasium. Signage proposals for both units form part of this submission. External plant equipment and services are also proposed in the existing screened rooftop plant enclosure, alongside acoustic mitigation measures to safeguard the amenity of nearby occupiers.

This project represents an opportunity to revitalise a key site along Parkway, contributing to the vibrancy of the area while maintaining its essential character and ensuring the building continues to provide viable commercial and office accommodation.

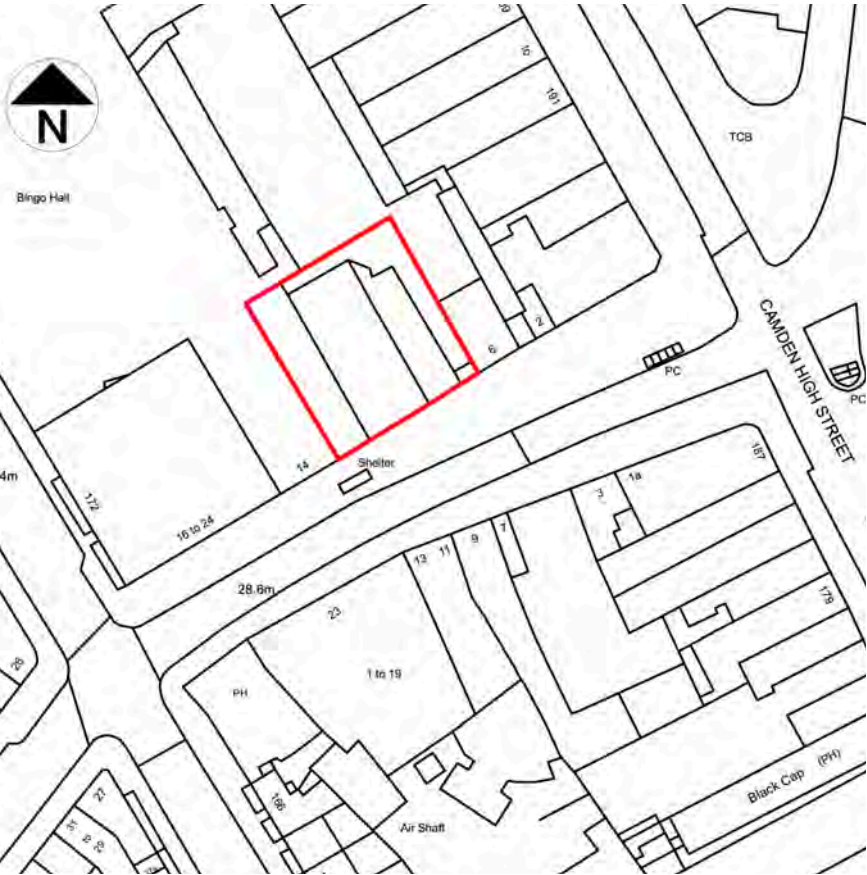


10 Parkway viewed from the West, towards Britannia Junction



Existing office entrance to 10 Parkway to be retained.





Site location plan extract



Site location relative to Conservation Area Assessment plan.

## 2.0 SITE LOCATION AND CONTEXT

### 2.1 SITE LOCATION

The site is located at 10 Parkway, a mixed-use urban street at the heart of Camden, London. Parkway connects Camden High Street to Regent’s Park and is a bustling thoroughfare characterised by an eclectic mix of retail, hospitality, and leisure uses. The site lies within close walking distance of Camden Town Underground Station at Britannia Junction and benefits from excellent public transport links, including multiple bus routes serving the wider area.

The site is located in the Camden Town Conservation Area, and is identified in the Character Assessment as “...a solid four-storey red brick building built as a post office, but now in retail use following an extensive recent refurbishment.”

Based on the Environment Agency’s Flood Map for Planning, 10 Parkway in Camden, London, is situated within Flood Zone 1. This classification indicates a low probability of river or sea flooding, defined as having less than a 0.1% (1 in 1,000) chance of flooding in any given year.

### 2.2 URBAN CONTEXT AND SETTING

Parkway is a dynamic streetscape, with a rich architectural character that reflects Camden’s evolution as a hub for cultural, commercial, and residential activities. The immediate vicinity features a mix of late Victorian, mid-20th-century and contemporary buildings, with active ground-floor uses and varied façades contributing to the street’s vibrancy.

To the east, Camden High Street offers a diverse retail and entertainment scene, with buildings typically 3 storeys above ground. To the west, the street transitions to lower height, typically smaller properties towards Regent’s Park. The application property sits prominently within this context, offering a valuable opportunity to enhance the local streetscape and economy.

### 2.3 EXISTING SITE FEATURES

The existing building consists of a retained late Victorian facade on property redeveloped in the late 1990s by Chapman Taylor Architects. This redevelopment originally comprised nos 4-12 Parkway. The present building at 10 Parkway comprises five storeys, including a basement and ground floor. The ground floor is currently characterised by four traditional formatted shopfront bays, with expressive coursing on the pilasters with heavily modelled capitals. The bays include traditional stall risers, glazing and canted fascias. These are glazed in three sections with double-glazing, to suit the use of the premises as offices.

The upper floors are dedicated to office accommodation, and were originally accessed via a recessed entrance beneath a curved porch with existing signage reading “10 Parkway.”

The pertinent planning application history is set-out in the table on the following page, but in summary when originally developed the building contained a commercial shop use over the ground and

basement levels, but on vacating the property the office tenant sought to extend their lease to these levels (consented in 2022).

2.4 PLANNING HISTORY

Application Number	Decision Date	Site Address	Development Description	Decision
CE9700964R3	27-10-1999	4-12 Parkway, 211-219 Camden High Street, and 1-5 Inverness Street, NW1	1. Demolition of the existing buildings on the site except the facade to 4-12 Parkway. 2. Redevelopment of the site to provide a four storey plus basement building at 4-12 Parkway with a retained front facade to accommodate a retail shop at ground and basement floor levels, with offices on the upper floors, and to provide a four storey plus basement building at 211-219 Camden High Street and 1-5 Inverness Street to accommodate a retail shop at basement to first floor levels with 14 selfcontained residential flats above, as shown on drawing numbers> 724/PCT/01 Rev G, /02 Rev J, /03 Rev F, /O4 Rev G, /05 Rev H, /06 Rev G, /07 Rev B, /11 Rev E, /12Rev C, /13 Rev C, /E21, /E22 Rev A, /E23 Rev A, /E24 Rev A, /E25 Rev A and /E26 Rev A.	Grant Conservation Area Consent
2016/6274/P	29-03-2017	Macleod House 10 Parkway London Camden NW1 7AA	New entrance canopy, and installation of new gates all associated with office building (Class B1)	Granted
2022/1271/P	20-06-2022		External alterations including removal of central entrance retail doors and adjacent shopfront section and installation of new shopfront window to match adjacent treatment, and removal of existing double entrance glass doors and replacement with metal clad entrance doors in association with proposed office use (Class E).	Granted



3.0 PROPOSED DEVELOPMENT

3.1 COMMERCIAL UNITS

The proposed development seeks to adapt the ground and basement floors to provide two new commercial units:

- Unit A - Sainsbury’s Local: Occupying three of the four existing shopfront bays, the unit will feature a recessed automatic door, an ATM protected by ram-raid-proof bollards, and a basement area for storage and staff facilities.
- Unit B - Gymnasium: Located within the westernmost bay, this unit will include a new entrance leading to basement-level gym facilities.

3.2 DESIGN APPROACH AND MATERIALS

The shopfront design aims to balance the needs of contemporary commercial tenants with sensitivity to the surrounding streetscape.

Key features include:

- Unit A - Sainsbury’s Local: Stall risers and fascias painted in RAL 8019, with black (RAL 9005) glazing and door finishes. The signage will be internally illuminated, featuring Sainsbury’s signature orange and white branding. See submitted drawings for further details.
- Unit B - Gymnasium: A premium finish is proposed, with a Pearl Gold (RAL 1036) fascia and complementary signage. See submitted drawings for further details.

These updates will enhance the visual appeal of the property while maintaining a cohesive relationship with neighbouring buildings through retention of the black pilasters and fascia cornice profile.

3.3 PLANT AND SERVICING

Replacement gas cooler and VRF air conditioning plant are proposed for the roof, serving the commercial units. Acoustic mitigation measures have been incorporated to ensure compliance with Camden’s noise regulations (see submitted report). Access to his equipment is available from the existing building stairs and this equipment is to be sited in the existing screened tenant plant area.

Service access for deliveries will be from the front of the property and the dedicated delivery bay on Parkway, minimising disruption along the street.



Existing elevation of 10 Parkway - See PJMA DWG.2010



Proposed elevation of 10 Parkway - See PJMA DWG.2020, 2021 and P-199936-210 by JLA



3.4 AREAS

The sub-division of commercial uses proposed in this application would result in the re-apportionment of areas as below:

Use	Offices	Supermarket	Gymnasium
Ground Floor	435m <sup>2</sup>	-	-
Basement	543m <sup>2</sup>	-	-

Existing Areas - See PJMA DWG. 2010

Use	Offices	Supermarket	Gymnasium
Ground Floor	69m <sup>2</sup>	339m <sup>2</sup>	27m <sup>2</sup>
Basement	-	198m <sup>2</sup>	345m <sup>2</sup>

Proposed Areas - See PJMA DWG. 2020



Existing layout of 10 Parkway - See PJMA DWG. 2010



Proposed layout of 10 Parkway - See PJMA DWG. 2020



4.0 ACCESSIBILITY AND INCLUSIVITY

The proposals are designed to ensure that the building is accessible to all users, in compliance with Approved Document M and BS 8300. Key features include:

- Step-free access to both units.
- Low-profile thresholds for ease of entry.
- Automatic sliding doors at the Sainsbury’s Local entrance.
- Clear and legible signage to guide users, with inclusive design principles embedded throughout.

5.0 FIRE

The proposed development at 10 Parkway retains existing principals for safe egress and the mitigation of fire risk in accordance with Building Regulations Approved Document Part B and best practice. The building, standing at under 18 metres in height, is well-suited to current fire safety standards applicable to low-rise commercial and mixed-use properties.

The property benefits from two internal staircases serving the upper floors, providing redundancy and ensuring safe evacuation routes in the event of an emergency. Additionally, separate staircases serve the basement level, preventing the convergence of basement and upper-floor occupants during evacuation. All escape routes lead to a rear alleyway, offering external egress from all parts of the building back to Parkway.

The proposed works maintain existing egress provisions while integrating modern materials and features that meet current fire safety standards. The introduction of 60 minute resistant compartmentation between units and similarly durable protection to the structure and floors ensures the containment of potential fire spread in compliance with fire safety regulations.

6.0 PLANNING

6.1 POLICY ASSESSMENT

The proposals at 10 Parkway have been developed in line with Camden’s Local Plan (2017) and demonstrate compliance with several key policies as outlined below:

Policy D1: Design

- ✓ The proposed modifications to the shopfronts preserve and enhance Parkway’s architectural character through the use of high-quality materials, including RAL 8019 and RAL 9005 finishes.
- ✓ The design respects the existing street rhythm by retaining the shopfront bays and black-painted piers, consistent with the conservation area guidelines.

Policy D2: Heritage

- ✓ Located within the Camden Town Conservation Area, the proposals ensure that the character and appearance of the conservation area are preserved. This is achieved by maintaining historic features, such as the black-painted piers, while integrating modern updates sensitively.
- ✓ The design mitigates potential harm by utilising materials and signage proportions that complement the area’s eclectic character.

Policy TC2: Camden’s Centres

- ✓ The introduction of Sainsbury’s Local and Gymnasium aligns with the policy’s objective to support a mix of retail and leisure uses in town centres.
- ✓ The proposals contribute to the vitality of Parkway by reactivating underutilised space and increasing footfall through the addition of two active commercial frontages.

Policy A1: Managing the Impact of Development

- ✓ Noise and vibration from the rooftop plant equipment have been addressed through acoustic mitigation, ensuring compliance with policy requirements to protect neighbouring amenity.
- ✓ Accessibility improvements, including step-free access and automatic doors, ensure the building is inclusive and user-friendly.

Policy D3: Shopfronts

- ✓ The proposals adhere to the principles of high-quality shopfront design by maintaining proportions that are sympathetic to the conservation area.

- ✓ Signage for both units is appropriately scaled, with illumination levels reviewed to ensure they do not detract from Parkway’s character.

6.2 CONSERVATION AREA IMPACT ASSESSMENT

The updated shopfronts respect the original proportions of the building, ensuring that the design aligns with the established visual framework of the street. By retaining the existing bay structure, the proposals reinforce Parkway’s distinctive streetscape, avoiding disruptive interventions that might detract from the conservation area’s coherence. Furthermore, the introduction of contemporary shopfront elements, such as automatic sliding doors and recessed entrances, has been handled with a light touch, integrating modern functionality without compromising historic integrity.

Signage proposals for both units have been designed to respect the visual hierarchy of the shopfronts. For Sainsbury’s Local, internally illuminated signage, calibrated to a brightness level of 375 cd/m², ensures visibility without excessive light spill. The Gymnasium signage adopts a more understated approach, aligning with the premium design of the unit. These proposals carefully balance the needs of modern retail branding with the conservation area’s sensitivity to over-scaled or obtrusive signage.

The proposals also account for operational upgrades, including the installation of rooftop plant equipment to serve the new commercial units. Acoustic mitigation measures have been incorporated to ensure that any noise impact remains well within Camden Borough Council’s strict guidelines. These measures safeguard the tranquillity of the conservation area, particularly for neighbouring properties and upper-floor office users.

In conclusion, the proposals for 10 Parkway embody a considered and respectful approach to development within the Camden Town Conservation Area. By retaining key historic features, integrating high-quality materials, and addressing modern functional requirements with sensitivity, the design enhances the streetscape and contributes positively to the area’s vibrancy.



## 7.0 CONCLUSION

The proposed development at 10 Parkway offers numerous benefits that align with Camden’s Local Plan and conservation objectives, including:

- ✓ The design preserves and enhances the character and appearance of the Camden Town Conservation Area through the retention of historic features and the use of high-quality, contextually appropriate materials.
- ✓ By introducing two active commercial tenancies at ground floor the proposals contribute to the vibrancy and economic vitality of Parkway.
- ✓ The shopfront alterations respect the architectural rhythm of Parkway, maintaining continuity while introducing modern features that meet contemporary retail and leisure requirements.
- ✓ Step-free access, low-profile thresholds, and automatic doors ensure that the development is fully inclusive, meeting Approved Document M standards.
- ✓ Upgraded thermally efficient glazing and the inclusion of energy-efficient plant equipment contribute to Camden’s climate change mitigation goals.
- ✓ Acoustic measures for rooftop plant equipment ensure that operational impacts are minimised, protecting the amenity of neighbouring properties.
- ✓ Carefully designed signage balances modern branding needs with the conservation area’s guidelines, avoiding visual clutter or excessive illumination.
- ✓ The inclusion of retail and leisure uses supports the borough’s goal of maintaining vibrant and diverse town centres, promoting job creation and footfall in the area.

The development represented in this applications represents a thoughtful and balanced approach to urban regeneration, contributing positively to Parkway’s commercial success while respecting its historic and architectural significance.