



Planning Statement of Support Incorporating Design and Access Statement

ATM/Bollards and Shopfront Alterations, 19-21a Store Street,
London

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1. Introduction

This application, submitted on behalf of Co-operative Group Food Limited, relates to ground floor shopfront alterations including a new fire escape door and bin store door, moving the main shop entrance from the corner of the building to the Alfred Place elevation and the raising of the pavement adjacent to the new entrance, all within the demise of the freehold owner, at 19-21a Store Street, London. The works are associated with the future occupation of the premises by the Cooperative Food store.

Please note that this application is the same as that submitted under planning application 2010/4088/P, with the addition of an ATM machine on the Store Street elevation and the addition of two bollards outside the proposed new entrance on the Alfred Place elevation. All other elements are the same as that proposed within application 2010/4088/P, which has at the time of writing has not been determined by the Council.

The property is currently vacant at ground floor level. Slatted wooden hoarding currently covers the ground floor facade. Behind the hoarding, there are voids where previous facades were positioned. These facades were removed as part of refurbishment and conversion works permitted in 2004. This previous 2004 application related to conversion of upper floors to residential and for shopfront alterations (application reference 2004/3204/P).

A future advertisement application will be submitted in due course which will detail the advertisements required as part of the Cooperative proposal - this includes advertisements on the ATM - no advertisements are currently proposed on the ATM or elsewhere on the shopfront as part of this application.



Alfred Place elevation - position of previous entrance on corner of building (right hand side of photograph)

2. The Proposal

The description of development is 'shopfront alterations at ground floor level including provision of fire escape door, Automatic Teller Machine (ATM) , bin store access, insertion of two bollards, relocation of shop entrance and associated pavement raise'.

More specifically, the proposal is for alterations to the shop front to include glazing and louvres whilst retaining the existing fascia boards. The application will also involve relocating the pedestrian entrance to Alfred Place from its previous location at the corner of the building on Alfred Place/Store Street, adding a t two bollards outside the new entrance and inserting a new fire escape door on the Store Street elevation.

Part of the facade at ground floor level on the Store Street facade adjacent to the College Arms public house will also be louvred to provide appropriate ventilation for a new bin store. A thin band of louvres is proposed underneath the fascia boards along the full width of the building for ventilation purposes.

The proposal also involves an area in which the pavement will be raised to allow level access to the new shop entrance. Finally, an ATM will be provided on the Store Street elevation.

The proposal is detailed further within the Design and Access statement sections of this report. A future application will be submitted for advertisement proposals for the new shop frontage, including withint he ATM.



Store Street elevation

3. Site Location and Description

3.1. Site Location

The site is located at 19-21a Store Street, Bloomsbury at its junction with Alfred Place. The surrounding properties are predominantly mixed use comprising retail, A2 office, residential, educational and food and drink related uses. Buildings are primarily 19th Century and range between 4-6 storeys in height.

Surrounding retail and office units offer a mixture of different shopfronts and fascia signage design, reflecting the varied ages of buildings in the vicinity of the site.

3.2. Site Description

The site comprises a five storey above basement Victorian brick-built property. Upper floors are in residential use, made up of a series of one and two-bed apartments. The ground floor is vacant, but was previously used as four retail units. A basement which extends beneath the pavement, was previously used in association with the retail units above.

The retail unit is located on the corner of Store Street and Alfred Place. Adjacent to the property on Store Street is the 'College Arms' public house.



Subject building, left, adjacent College Arms public house, right.

The fascia board on the subject building at 19-21a Store Street is at the same level as that on the College Arms, as shown in the photo above. On the other side of the building, adjacent to the Alfred Place elevation, is Cavendish College, a multimedia further education institution. Separating the two is the gated and walled access to the apartments above the store.



Cavendish College, left, gated/walled access to apartments, centre, and the subject site on right.

On the opposite side of the road from the Store Street frontage are A2 office uses including the Building Centre and opposite the Alfred Place facade is a private members' club and *Busaba* restaurant (A3 use class).

4. Planning Policy Context

The local level planning policy context for Camden comprises the Unitary Development Plan (adopted in 2006) and a variety of Supplementary Planning Guidance and Documents. The emerging Core Strategy and Development Policies Development Plan Document (DPD) has now been through the 'Examination in Public' which took place in May-June 2010, with the Inspector's report due at the end of the summer. The Site Allocations DPD is not due for draft submission until early 2011.

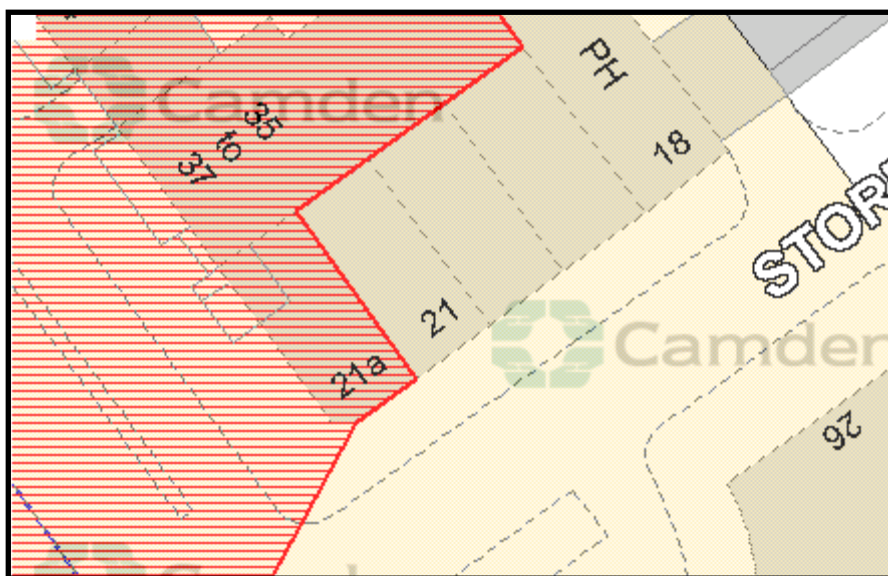
The UDP policies quoted within this report have been saved until adoption of the relevant UDP policy, by order of the Government Direction dated 10 June 2009.

4.1. The Unitary Development Plan




Site Specific Policies

The site is located within Bloomsbury Conservation Area and the Central London Area (Clear Zone Region). A small portion of the site, comprising unit 21a, is located within the policy TP3 area for the Crossrail 2 line, as shown below.

Camden UDP excerpt



Key

-  = Transport Proposal TP3 (Crossrail 2)
-  = Conservation Area (Bloomsbury)
-  = Central London Area (Clear Zone Region)

Given the site's location within Bloomsbury Conservation Area, proposals should seek to preserve or enhance the special character or appearance of the area, as required by policy B7.

In relation to the portion of the site identified as safeguarded for transport schemes - specifically in this instance for Crossrail line 2 (proposal TP3 of the UDP) - policy TP1 states the planning permission will not be granted *'for development that would compromise the implementation of transport schemes*. It is not considered that alterations to the shopfront will impact upon Crossrail line 2.

General Development Policies

In relation to general development policies, new shopfronts will be assessed against the UDP general design policy B1 and policy B3 on extensions and alterations. In particular, policy B3 states that *'the form, proportions and character of the building and its setting, including the garden and nearby trees, are respected and that original features are retained.'*

The frontage of the unit has been boarded up with wooden hoarding for some time. The UDP encourages shop windows and displays, at UDP paragraph at 6.61:

'The presence of shop windows and displays enhances the attractiveness and vitality of centres, and the Council will resist their loss. Interesting and attractive windows and displays, particularly where they are continuous, encourage pedestrians to use the footway and visit units in the frontage.'

Specifically in relation to shopfronts, paragraph 3.42 of the UDP notes that execution and finishes are important. It also encourages contemporary design but the retention of original features wherever possible:

'If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored...Contemporary shopfront designs will be encouraged, in appropriate locations, within the policy framework. All new and altered shopfronts should be designed to be fully accessible for all.'

Policy B4 of the UDP states that the Council will only grant planning permission for new shopfronts, and shopfront alterations, that it considers are of a high standard of design. It also states that these elements will be assessed in terms of public safety.

In relation to the bollards, and to a lesser extent the ATM, policy T12 requires that works affecting the highway prioritise pedestrian safety and maximise travel benefits. Policy T12 is expanded upon in the Council's Supplementary Planning Guidance.

Camden Planning Guidance (adopted 2006)

The guidance at paragraph 31.7 of Camden's SPG expands upon the UDP policy in relation to pedestrian movement and gives a hierarchy for minimum pedestrian footway widths which will be required -

- *'Busy pedestrian street - Minimum footway width is 3m;*
- *Normal pedestrian street - Minimum footway width is 1.8m;*
- *At highly localised obstruction - Minimum footway width is 1.2m.'*

In relation to ATMs, the guidance states that proposals should:

- *'be treated as an integral part of a building's design wherever possible;*

- *not dominate a shop display frontage in terms of size or materials;*
- *be positioned sensitively and not be located where queuing could cause problems;*
- *be located on the busiest elevation of a building to reduce the risk of robbery;*
- *be fully accessible to people with disabilities in both location and detailed arrangement.'*

The Local Development Framework (LDF) is due to replace the policies of the UDP in due course.

Local Development Framework

In addition to the UDP, the Core Strategy and Development Policies DPD are relatively mature in planning policy terms, having gone through the independent Examination in Public. However, neither is adopted yet, so is granted only limited weight in decision making. The following emerging LDF policies are considered of relevance to the proposal:

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 - Conserving Camden's Heritage

DP29 – Improving Access

DP30 – Shopfronts

In particular, policy DP30, relating to shopfronts states that:

'If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored.'

The following design statement details how the proposal is in line with these adopted and emerging policies.

5. Design and Access Statement

5.1. Appearance

The proposed alterations to the shopfront are in keeping with the host building in terms of subdivision, retaining the shopfronts' traditional elements, namely the pilasters and fascia boarding. Whilst there is not considered to be any 'unifying' shopfront theme in the area, the proposals have sought to broadly reflect the character of other shopfronts in the area, including the adjacent College Arms Public House on Store Street and are considered to be appropriate to the location of the site.



Excerpt of elevations from submission drawings

The frontage will feature glazing along the full building frontage, other than on a small portion of the facade at unit 19 Store Street. Part of this element will feature metal louvres for an internally located bin/recycling store and plant room. A similar louvre will be located underneath the new proposed fascia board running along the full width of the building. A small section of the facade will also facilitate insertion of an ATM.



Existing elevation excerpt from previous planning application drawing PS(3) 001 and PS(3)002 submitted with planning application Council reference 2004/3204/P

The previous facade at ground level has now been largely removed in line with the refurbishments proposed within previous application 2004/3204/P although the pilasters have been retained and are visible from the street, sitting proud of the wooden hoarding. The above excerpt shows the previous shopfront arrangement on Store Street and Alfred Place respectively, prior to the refurbishment works taking place. The images below show the approved elevations under this previous 2004 permission, which has now lapsed.



Proposed elevation excerpt from previous planning application drawing PS(3)102A and PS(3)101A submitted with planning application Council reference 2004/3204/P

The proposal subject of this application follows many of the same principles as the previous approval and unifies the frontage using significant amounts of glazing and retaining the simple fascia board banding.

ATM and Bollards

The main design issues in respect of the ATM and bollards are considered to be their effect on pedestrian safety and movement.

The bottom of the ATM would be 0.75m from ground level and 1.1m wide, set within a frosted glazed fenestration panel at the left hand end of the Store Street facade. Illuminated elements are proposed within the ATM, but no advertising is proposed at this stage. The image shown on the proposed elevations include indicative advertising, including for the Co-operative, Visa, Link etc but these advertisements are indicative only and do not form part of the application. These advertisements will be subject of advertisement consent application in due course.

The Council's planning guidance recommends that ATMs should not visually dominate a frontage, be positioned where queuing would not be a problem, be located on the busiest elevation to reduce the risk of robbery, and be fully accessible to people with disabilities. The proposed ATM is considered to comply with this guidance.

Policy B4 requires that shopfront proposals will be assessed in relation to public safety. To this end the ATM is located on the primary and 'busiest' of the building's two facades, being observable from a number of viewpoints, including the South Crescent to the south of the site, located off Store Street. This allows surveillance from a wide range of overlooking windows and from passers-by on Store Street.

In general terms, the ATM is considered to be in line with Camden Planning Guidance (adopted 2006) in relation to shopfront design. Each guideline is bulleted below, with the applicant's response in red:

- be treated as an integral part of a building's design wherever possible - *The ATM is set within the shopfront and designed as a relatively small element of a cohesive whole, set within the proposed shopfront glazing;*
- not dominate a shop display frontage in terms of size or materials - *The ATM occupies a relatively small portion of a 23 metre long frontage (the ATM is circa 1.1 metre wide;*
- be positioned sensitively and not be located where queuing could cause problems - *Given the circa 23 metre frontage and forecourt area in front of the building, it is not considered queuing will lead to problems hindering pedestrian flow.;*
- be located on the busiest elevation of a building to reduce the risk of robbery - *the ATM is proposed to be located on the building's busiest elevation;*
- be fully accessible to people with disabilities in both location and detailed arrangement. - *The ATM has been designed to inclusive design principles and more specifically is wheelchair accessible.*

Two steel bollards are to be erected in front of the relocated access entrance to the shop. The bollards would be 0.9m high with the aim of protecting against ram raiding, painted black to fit in with other bollards along Store Street.

The proposed bollards would be located within the forecourt area in front of the store. As there would be approximately 3.3m between the bollards and the kerb, their placement would not impede pedestrian movement. This is in line with Camden Planning Guidance (adopted 2006) which requires a minimum footway width of 1.8, scaling up to 3 metres on busy footways.

Materials

The materials proposed demonstrate a consistent approach to the use of materials and colour throughout the different elements that make up the proposed new shopfront. This includes glazing and black ceramic tiles at lower levels to compliment the existing, with grey powder coated aluminium louvres for ventilation purposes. The existing columns/pilasters will remain clad in brown granite with black granite bases.

This use of materials and attention to detail in the colour scheme will help to ensure that the new shopfront is of appropriate quality and fits in well with the surrounding area.

5.2. Vehicular and Transport Links

Whilst not considered directly relevant to the shopfront proposal, the site is located approximately 230 metres from Goodge Street Underground Station, located to the west of the site. The site is also in close proximity to bus stops on Tottenham Court Road, Chenies Street and Gower Street, all within 250 metres of the site.

5.3. Inclusive Access

The proposal facilitates inclusive access by providing a pavement raise of approximately 150mm at the new store entrance on Alfred Place provide a 1:12 gradient. This new entrance is adjacent the previous site entrance at the corner of the building. The new pavement raise effectively extends the existing pavement raise to allow level access into the new entrance.

The potential effect of this pavement raise on pedestrian movement is considered to be minimal. This area is within the demise of the freehold owner and directly to the north are railings and the gated access

to residential apartments above and down to the building's basement. This means that the pavement raise is 'sheltered' within an area of the pavement where pedestrians would not normally walk. Given this, it is considered that the works will not adversely impede the through flow of pedestrian traffic. The ATM is 0.75 metres high allowing universal use, including facilitating wheelchair access to it.



Store Street on right hand side of photograph, Alfred Place left

6. Conclusions

The proposed shopfront will help bring back into active use a retail unit which has been vacant for over a year. The transparent nature of the proposed frontage with significant glazing will ensure the facade contributes to the attractiveness and vitality of Store Street and Alfred Place.

This application proposed only two differences from that proposed under application 2010/4088/P: two bollards and the ATM.

In line with adopted UDP and emerging LDF policy, the proposal also seeks to improve inclusive access arrangements, providing a pavement raise outside the relocated entrance and allowing universal access to the ATM.

In summary, the proposal:

- Retains the historic characteristics of the shopfront including the pilasters and wide banded fascia;
- Provides a contemporary design with high levels of facade transparency;
- Facilitates high levels of inclusive design with the formation of a pavement raise.

We trust all information has been provided within this Planning Statement and other application information to illustrate compliance with policy and to allow an expedient decision.



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