

**22-26 CRICKLEWOOD BROADWAY, LONDON**

# **PLANNING AND DESIGN AND ACCESS STATEMENT**

**ON BEHALF OF THE CO-OPERATIVE GROUP FOOD LTD**

**TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)  
PLANNING AND COMPULSORY PURCHASE ACT 2004**

## **Pegasus Group**

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## 1. INTRODUCTION

1.1 This Planning Statement has been prepared in support of a full planning application for the installation of external plant equipment to serve a retail unit at 22-26 Cricklewood Broadway, Camden. The statement sets out details of the site and the proposals, analyses the planning policy context and explains why the proposed development is acceptable.

1.2 The issues relevant to the assessment of the application proposal are discussed in this Statement and are divided into: -

### **Section 2:** *The Application Site and its Surrounds*

1.3 This section contains a description of the application site and its environs.

### **Section 3:** *Application Proposal*

1.4 This section contains the description of development.

### **Section 4:** *Planning Policy Context*

1.5 The planning policy context for the site includes both national policy guidance and the statutory Development Plan which comprises the Core Strategy (2010) and Development policies DPD (2010). Regard is also had to supplementary planning guidance. A brief explanation of the key policies guiding the development is contained within this section.

### **Section 5:** *Planning Assessment*

1.6 The fifth section outlines the key planning considerations which are considered to be important to the determination of the future planning application. Each consideration is assessed in turn and explained in the context of the relevant planning policy outlined in the previous section.

### **Section 6:** *Design and Access Statement*

1.7 This section provides a design and access statement.

### **Section 7:** *The Planning Balance*

1.8 This section draws together the assessment of the proposal against planning policies within the Development Plan and other material considerations to consider

whether the development is acceptable in the context of the presumption in favour of sustainable development.

## **2. THE APPLICATION SITE AND ITS SURROUNDS**

- 2.1 The site is located on Cricklewood Broadway (A5) which is a main road linking to central London approximately 8km to the south east. The part of the road where the site is located is best described as a retail high street. The site is located in a terrace of retail and commercial units that provide a range of local services.
- 2.2 The site currently being fitted out to be occupied The Co-Operative Group as convenience foodstore.
- 2.3 Residential uses are located above the site in the upper floors of the building. The side roads located off Cricklewood Broadway to the rear of the site are residential in character, consisting predominantly of Victorian 2 storey bay fronted, red brick houses.
- 2.4 Small yards enclosed by boundary walls are located to the rear of the units. An alleyway and residential dwellings lie to the rear of these yards.
- 2.5 The site is not within a Conservation Area nor close to any Listed buildings.

### 3. THE PROPOSAL

3.1 This application proposes the installation of external heating and cooling plant within one of the rear yards of the property.

3.2 The description of development is:

*“Installation of external plant to serve retail unit (1 no. Condenser and 1 no. Green & Cool Gas Cooler).”*

3.3 The plant will be located in the rear yard of the property. The condenser unit will provide air conditioning for the manager’s office which also houses computer equipment. The condenser unit will be mounted on the existing rear wall of the property and is relatively small, being 765mm wide and 550mm high.

3.4 The gas cooler will provide chilled air that will be utilised as part of the display of chilled food. The unit is 4.1m long, 1.1m wide and 1.5m high.

## **4. PLANNING POLICY CONTEXT**

4.1 In this section the national and local planning policy and guidance pertinent to the application site and development proposal are summarised. The plan-led approach to development, as enshrined by Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires development proposals to accord with the adopted development plan unless material considerations indicate otherwise.

### **Development Plan**

#### Core Strategy (2010)

- 4.2 The Core Strategy was adopted in 2010.
- 4.3 Policy CS7 seeks to protect Camden's shopping centres and maintain their vibrancy.
- 4.4 The Core Strategy identifies the site to fall within a Neighbourhood Centre.
- 4.5 Page 80 of the Core Strategy confirms that the Council will seek to retain a strong element of convenience shopping for local residents in Camden's neighbourhood centres and ensure that any development in them does not harm the function, character or success of that centre

#### Development Policies (2010)

- 4.6 Policy DP12 echoes Core Strategy policy CS7 and seeks to promote retail centres to maintain their vibrancy and the shopping function. The policy also seeks to ensure that development does not have an unacceptable impact on amenity.
- 4.7 Policy DP26 confirms that the Council will protect neighbour amenity.

### **National Planning Policy**

- 4.8 The NPPF seeks to drive sustainable economic development and requires Local Planning Authorities to plan to meet the needs of businesses.
- 4.9 The NPPF (paragraph 23) also seeks to promote competitive town centres.

4.10 The 3<sup>rd</sup> bullet point of paragraph 70 states that planning policies and decisions should:

*“ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community”.*

4.11 In summary, the emphasis of local and national policy is to support businesses and exiting retail uses, whilst ensuring that this does not have an unacceptable impact on the amenity of neighbours.



## 5. PLANNING ASSESSMENT

5.1 This section of the Statement contains a detailed analysis of the application proposal against the relevant material planning considerations. These considerations have been derived from an understanding of the site and its surrounds and the policy analysis of the previous section. The following detailed matters are considered: -

- Principle of Development;
- Amenity; and,
- Other Material Considerations.

5.2 Each issue will be discussed in turn below: -

### **Principle of Development**

5.3 National and local planning policy supports the creation of vibrant centres and encourages retail uses, especially within existing centres.

5.4 The proposal will help maintain a retail use in an identified neighbourhood centre that is of benefit to the local community. The proposed development is therefore acceptable in principle.

### **Amenity**

5.5 The proposed use will not cause harm to the amenity of neighbours.

5.6 A Noise Report confirms that the proposed equipment will operate below the background ambient noise level, and therefore noise from the plant will not be audible.

### **Other Material Considerations**

5.7 The Co-Operative Group is opening a retail store within premises that have stood vacant. This will create benefits in terms of investment in the local area and the creation of employment.

5.8 The proposed plant is necessary for the retailing of chilled food and drink products and is therefore an integral part of the store, and necessary in order to deliver the above benefits.

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## 6. DESIGN AND ACCESS STATEMENT

### **Environmental Sustainability**

- 6.1 The proposal will be environmentally sustainable, using a new and efficient cooling system.

### **Character**

- 6.2 The proposed plant will be located within the exiting yard and would not be visible from the public realm. There would be no adverse impact on character or the streetscene. The property is not Listed, nor in a conservation area, and the proposals would not have a significant adverse impact on the character or appearance of the property.

### **Community Safety**

- 6.3 The proposed plant will be located within a secure yard so there is no risk to community safety.

### **Movement to, from and within the Development**

- 6.4 The yard can be accessed from the shop or the rear alley way. Access would only be required by staff and maintenance and service engineers.

### **Access**

- 6.5 Regular access to the proposed plant is not required, as described above. Access would typically be gained to the yard from the retail store.

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## **7. THE PLANNING BALANCE**

- 7.1 Section 38(6) of the Act requires that decisions should be assessed against the Development Plan unless material considerations suggest otherwise. The benefits and adverse impacts must therefore be weighed against each other when determining a planning application.
- 7.2 The proposed development is acceptable in principle. National and local policy supports economic development, meeting the needs of businesses and maintaining a retail function in retail centres.
- 7.3 The proposed development, as an integral part of the infrastructure underpinning the retail operation, will help achieve these aims.
- 7.4 The proposals will not result in an adverse impact on residential amenity and there the proposals accord with Policy DP26 of the Core Strategy.
- 7.5 The proposed development has been shown to be in conformity with the Development Plan and the scheme should therefore be granted planning permission.
- 7.6 The benefits that the retail store will create in terms of job creation and economic investment are material considerations to which weight should be attached.
- 7.7 The planning balance therefore weighs strongly in favour of granting planning permission.