



**UNITS 251-259
CAMDEN HIGH STREET
London NW1 7BU**

DESIGN AND ACCESS STATEMENT

January 2017

Revision: C



1.0

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Application Proposal

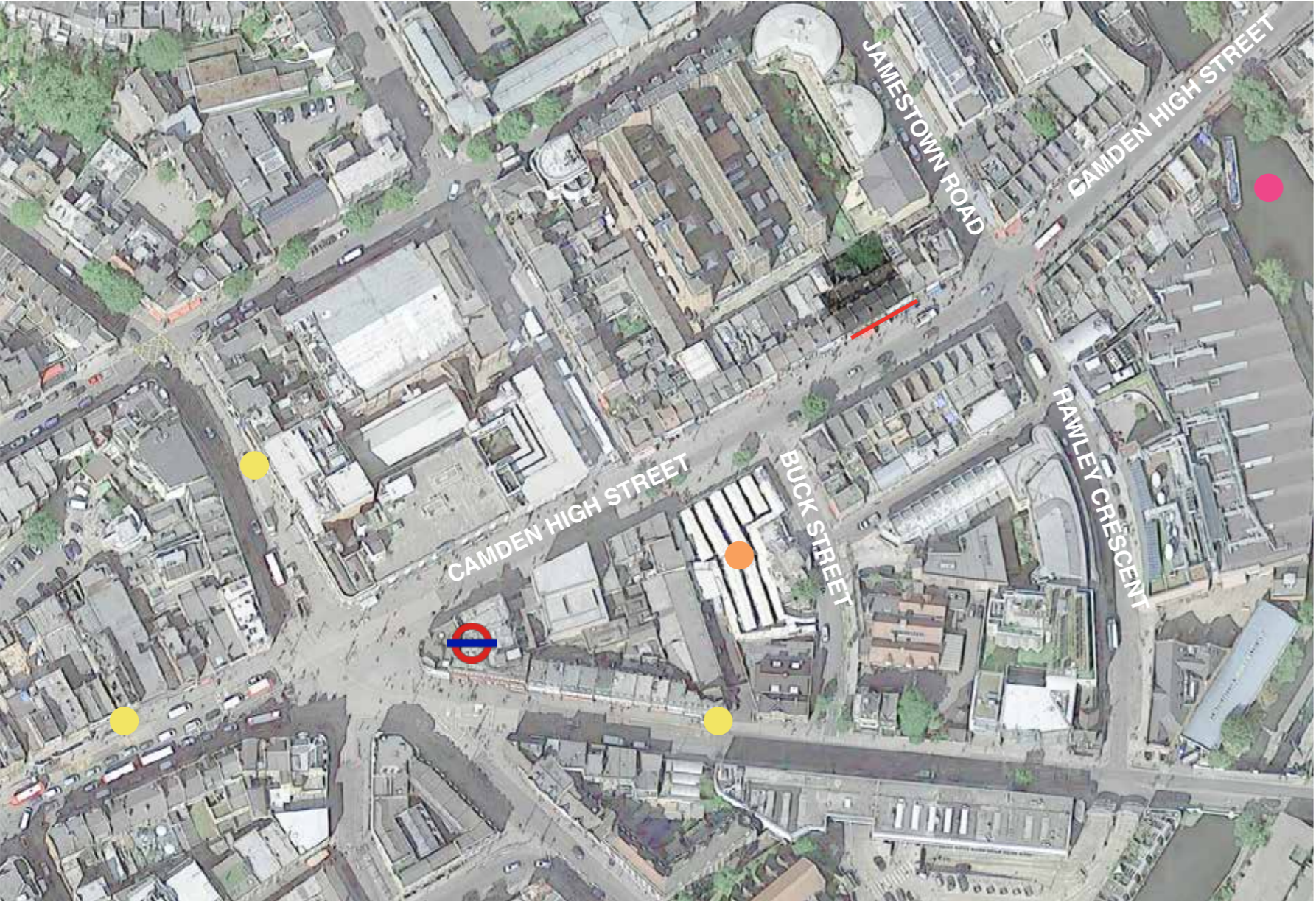
- 2.1 Proposed Shopfronts

1.0 Site Analysis

1.1 Site Context

No.s 251-259 Camden High Street are located on the west side of the street and are a terrace of five mixed use properties facing the main road within Camden Town.

The central location of the buildings and their proximity to Camden Town underground station, several bus routes on Camden High Street and Camden Road, and the Buck Street and Camden Lock Markets give these buildings the opportunity to improve the quality of the existing retail units. Camden High Street frontage currently accommodates a combination of retail and restaurant units and there is an opportunity for these buildings to improve their poor quality retail frontages.



Camden Town Station



Camden Market/Buck Street Market



Regent's Canal

- KEY:**
- Site Under Application
 - Camden Town Station
 - Bus Stop
 - Camden Market/Buck Street Market
 - Regent's Canal





KEY:

- Town Centre Boundary
- A1 Retail
- A2 Financial Services
- A3 Restaurants and Cafés
- A1 Drinking Establishments
- A5 Hot food / takeaway
- B1 Business
- C1 Hotel
- C2 Residential Institutions
- C3 Residential
- D1 Institutions
- D2 Leisure
- Site Under Application

1.0 Site Analysis

1.3 Surrounding Conservation Areas

The buildings are located close to but not within any of the Camden conservation areas as highlighted on the conservation area map opposite.



Primrose Hill



Regent's Park



Regent's Canal



Camden Town



KEY:
—● Site Under Application



Maps of surrounding conservation areas

1.0 Site Analysis

1.4 Site Location and Existing Shopfronts

The existing site comprises a row of adjoining retail units with residential uses on the upper floors. Only the ground floor shopfronts of the five retail units are part of this planning application.

Currently all the shops have a metal shutter and a fabric awning as their shopfront. These elements are dilapidated and in need of replacement and the photos on this page show their existing poor quality.



View of all units when shops are closed



View of units 251-255



View of units 253-259



View of unit 251



Residential Entrance



View of unit 255-259

1.0 Site Analysis

1.5 Local Regeneration



Hawley Wharf



Camden Lock Market Refurbishment



Stables Market Refurbishment

Recent years have seen a significant amount of regeneration and new development in the local area. Camden Town is an ever changing context.

Hawley Wharf, a large mixed use development is under construction in the heart of Camden town. Camden Lock Market obtained planning permission to sensitively redevelop the market and significant investment within Stables Market has seen the listed buildings refurbished.

The Roundhouse Theatre next to Chalk Farm Tube Station is now a heavyweight venue hosting renowned events such as The Electric Proms.

Other redevelopments along Chalk Farm Road and Haverstock Hill include residential buildings with residential apartments above ground floor retail and restaurant units as well as the Haverstock Hill School with its distinctive metal mesh façade.



Building C, Co-working, Camden Lock Market



The Roundhouse Refurbishment



Haverstock Hill School



The Henson Building, Camden Town



Belmont Street warehouse conversion and roof extension



Princess Park

2.0 Application Proposal

2.1 Proposed Shopfronts



Proposed shopfronts outline (south-west side of the road)

The proposals are to replace the existing metal shutters and awnings with new painted timber shopfronts. These will have timber inset panels and glazed timber doors. New awnings are also proposed to be installed together with a timber fascia and lighting for the future tenants signage as shown on this page and the drawings submitted as part of this application. A levelled threshold will also be provided for the new entrances in accordance with part M.

The proposed design of the shopfronts are considered to be a marked improvement to the existing situation, provide new high quality shop frontage commensurate with the strategic objectives of improving the retail accommodation on Camden High Street and are in keeping with the surrounding context. The photos below show the type of shopfronts that currently populate the high street and demonstrate that the proposals are an improvement to the existing situation. Section 7 of the Council Planning Guidance, which sets out the shopfront design guidelines, and tenants requirements have also been taken into account while designing the new shopfronts.

The following comments were received from the council about the design and our response is as follow:

1. Single door entrance preferable.

It was agreed via email that due to the sheer number of people who walk along Camden High Street and will be (hopefully) visiting the shops, double doors are acceptable.

2. Taller stallrisers without a glazing panel at the foot of the window.

Stall risers height is in keeping with the shopfronts guideline and the panel at the foot of the window will be timber. *3. This higher stallriser line could be continued through the entrance door by way of a kickstand perhaps.*

We are not proposing to continue the stallriser through the entrance as this will reduce the visibility through the doors into the shop. We are trying to achieve maximum visibility through as the units have a minimal shop frontage. Also we believe that the shopfront design is in keeping with the surroundings despite not being in a conservation area and the buildings not being listed.

4. No.259 could do with being broken down into smaller elements via glazing bars in line with the other shopfronts.

The shopfront design has been design in accordance with the tenants requirements to achieve maximum visibility through the shop.



Camden High Street shopfronts on south-west side of the road



Camden High Street shopfronts on north-east side of the road