

Design and Access Statement

For 17 York Way, London, NW1 9QG

**Project Alterations to public house shopfront consisting in
comissioning of awnings, planters, refurbishment of fascia and new
signage
Camden**

Revision (--) **Oct 2017**

job no **023**

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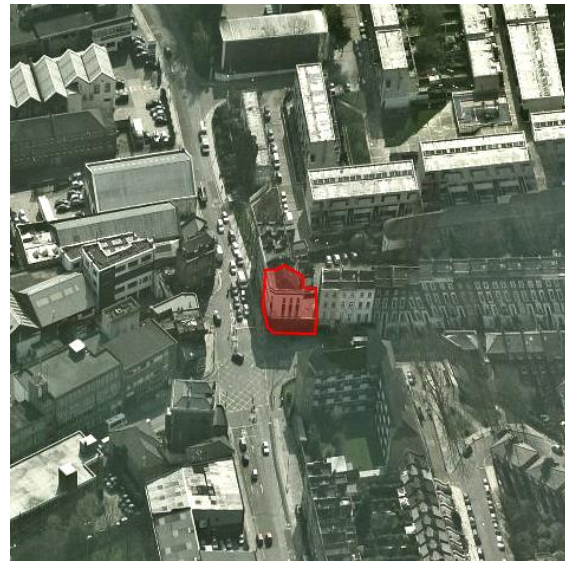
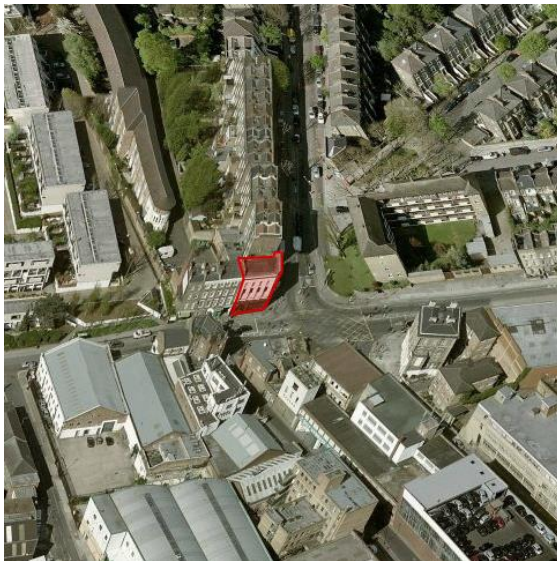
1.0 Introduction

Applying on behalf of our client, seeking approval for minor material alterations of the public house's elevations aiming to improve its appearance and relationship with the street scene.

The above would be achieved by commissioning awnings on the Agar Grove elevation, installing planters and refurbishing/redesigning the fascia and signage.

All new build aspects of the project would be built in accordance with current building regulations, British Standards and in line with any planning approvals and conditions. All new external works would be designed in style and scale to match existing and complement it in material choice as well as finish.

Site photographs:



Bird's eye view of site and Surroundings (17 York Way)

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View of the site - Agar Grove Elevation (North)



View of the site - York Way Elevation (East)

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2.0 Assessment

2.1 Physical Context The site is located approximately 750 metres from Camden Road Overground station in the Borough of Camden.

The boundaries of the site are defined by:

North; Agar Grove.
East; York Way.
South; St Paul's Mews.
West; 164 Agar Grove.

2.2 Social Context Socially the development does not impose any negative impact on local residents.

2.3 Economical Context Not applicable.

2.4 Planning Policy Context

The proposal is located in the Cantelowes Ward, within the Camden Square conservation area. The property is not listed nor noted as of special architectural interest.

Amongst Relevant Policies and documentation of Particular Importance are:

National Planning Policy

The National Planning Policy Framework (NPPF) (March 2012) sets out the Government's planning policies for England. The NPPF is a material consideration in planning decisions.

The NPPF sets the framework for delivering sustainable development and outlines the government's objective to promote strong, vibrant and healthy communities.

Paragraph 69 of the document seeks planning policies and decision to achieve places which promote: "Mixed-use developments, strong neighbourhood centre and active street frontages which bring together those who work, live and play in the vicinity"

The NPPF also outlines that, within decision-taking, the 'presumption in favour of sustainable development' means 'approving development proposed that accord with the development plan without delay' (2012, Para. 14).

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Local Planning Policy

Policy CS7 (Promoting Camden's centres and shops), Policy DP12, DP24 (Securing high quality design), and DP25 (Conserving Camden's heritage) seeks to promote successful and vibrant centres by promoting new development, without harming the character or appearance of the conservation area.

The above policies demonstrate that the Council seeks to improve retail services for local residents. Although the proposal does not seek to provide additional retail services, it will allow the vacant unit to be brought back in to use.

Further to this the proposal will improve the existing appearance and function of the unit, thus improving the vitality of the area. In addition, the proposed awnings would enhance the external seating which is the subject of a separate planning application. We therefore consider that the proposed development is wholly compliant with these planning policies.

Policy DP30 (Shopfronts), DP24 (Securing high quality design), and DP25 (Conserving Camden's heritage) expect a high standard of design, character, and development of shopfronts, advertisements, and signs. Further to this, the policies seek appropriate scale and character, and the protection of the character and appearance of the conservation areas.

As the design is very similar to that of the existing, and all the materials proposed are of a high quality in keeping with the surrounding units, we consider the proposals to be in line with these policies.

We therefore consider that this proposal is a minor development, which will not adversely impact on the site, or surrounding conservation area. Further to this, we consider that the development proposals will enhance the appearance of the existing unit and surrounding area.

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3.0 Evaluation

Most of the existing original features of the property will be retained and new built elements of the proposed extension will be like for like with the existing.

In the appraisal of involvement and assessment we defined that it would be appropriate to complement the character of the existing building and try to enhance the relationship of the public house with the street.

4.0 Design Constraints

The site is within Camden Square Conservation Area

The property is not a listed building and is not of Architectural merit.

The site is in a small plot at the junction of Agar Grove and Work Way.

4.1 Design Ethos

Following the assessment stage we agreed the proposed additions to elevations should be traditional in character, reason for which we specified manual box awnings, typical for Victorian shopfronts.

The proposed planters are also seen as an addition in line with traditional public houses, and intended to hold abundant hanging vegetation, without affecting the existing historical rendering and woodwork.

The existing fascia will be altered with the addition of a wood cladded infill, to replace the degraded existing boards and allow for proud letters signage. The replacement fascia will be painted to match existing shopfront and the proposed signage will also complement the existing colour palette.

4.2 Amount

The scope of the alterations involves the addition of three traditional awnings on the Agar Grove elevation, planters across the all elevations mounted on the solid rendered columns and replacement of existing fascia/signage on all elevations.

4.3 Layout

The layout for this development will remain unchanged.

4.4 Scale

Particular consideration was given to the proportions of the proposed awnings in relation with the shopfront and the pavement with, making sure the additions will remain subordinated to the existing.

4.5 Appearance

The appearance of the building is not seen as changing from its current condition.

4.6 Building Regs.

The proposal has been designed with building regulations in mind. A separate building regulations submission will be rendered upon

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planning approval.

4.7 Access

<i>Highways</i>	Vehicular paid parking provided by Camden Council on Agar Grove, is to remain unaltered.
<i>Servicing</i>	N/A
<i>Disabled Access</i>	The layout, design and material specifications for the proposed additions and layout alterations will comply with all Building Regulation Guidelines and the policies set out in the DDA Act, providing unaltered access to the main entry.
<i>Transport</i>	The Borough of Camden has generous access to road networks within and outside of London, bus routes (Camden Road), London tube and Overground (Camden Town, Camden Road), and pedestrian traffic. The proposed scheme will not increase the number of parking bays.
<i>Refuse</i>	The refuse and collection points will remain unchanged.