

# Design and Access Statement

Proposed Aldi Store, 131-133 High Street, Camden

**Client:** Aldi Stores Ltd - Chelmsford

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Figure 1: View of Bedford House from across Camden High Street



Figure 2: Existing view of the shopfront from Camden High Street



Figure 3: View of the site from Arlington Road (South)



Figure 4: View of the site from Arlington Road (North)

## 1.00 INTRODUCTION

### 1.01 AIMS OF THE STATEMENT

This Design and Access Statement accompanies a full planning application by Aldi Stores Ltd for a revised shopfront on the main street elevation at 131-133 High Street, Camden, as well as a new loading platform and servicing door arrangement to the rear of the site.

The description of development is as follows:

*'Proposed new shopfront and loading bay works with associated replacement of doors.'*

The aims of this Design and Access Statement is to show that the proposed development has been informed by an awareness of the site's context and principles highlighted by Camden Council and the Local Government.

The statement will explain the proposals, identify the factors which have influenced this application and highlight the principles that were incorporated in the detailed design of the proposals.

This statement is in accordance with CABE's guidance 'Design and Access Statements – How to Write, Read and Use Them', the Camden Local Plan (adopted 2017) and the National Planning Policy Framework.

## 2.00 SITE ASSESSMENT

### 2.01 LOCATION AND MOVEMENT NETWORKS

The application site is part of a five-storey building on Camden High Street, London.

The site takes up a prominent position on the High Street and is soon to be vacated by Waitrose. Servicing and staff parking areas are accessible from Arlington Road to the rear of the site, although loading bays are also in place along the High Street.

There are no customer parking spaces provided, but the site is well provided for in terms of non-vehicular access due to its location on Camden High Street, with Camden Town Underground Station within 150m to the North of the site, and Mornington Crescent Underground Station within 300m to the South-East of the site.

There are 4 bus stops within a 100m radius of the site, with 15 bus routes in operation providing good links to the area.

Camden Road Railway Station is also within 400m or 5 mins walk from the site.

### 2.02 LAND USE, URBAN GRAIN AND LAYOUT

This is a town centre site and as such the uses in the surrounding area are predominantly retail and commercial with office/residential uses above. Ground floor retail units are tight knit and abundant, with a wide variety of shopfront appearance and designs.

The ground floor of the building within the site is an existing and long-established Class A1 retail destination with ground floor retail trade space and an upper floor used for retail storage.

The urban grain of the area consists of 2-5 storey buildings fronting directly on to wide footpaths either side of Camden High Street.

### 2.03 LANDSCAPE AND FLOODING

The site is identified as an area at low risk of flooding by the Environmental Agency and as such a Flood Risk Assessment does not accompany this application.

The ground levels of the site in the shopfront area are generally flat, but the site has a significant level change on the service yard side. At this point, the ground level is higher, leading to the ground floor becoming a partial basement.

There is no soft landscaping on site and hard landscaping is limited to concrete and tarmac. The pavement immediately in-front of the shopfront is formed of concrete paving slabs.

### 2.04 VIEWS AND VISIBILITY

The site is predominantly visible from the High Street, where it is bounded by an array of retail units with office space above.

The site is surrounded to the north and south sides by existing buildings, and unobstructed visibility of the site is generally only from the High Street.

From Arlington Road, the site is set back from the road, partially obscured by a brick wall and fence.

## 2.05 SCALE AND AMOUNT

The retail unit occupies ground and first floors, with further ancillary plant space at second floor/roof level.

To the rear of the building is an external yard used for staff car parking and servicing.

The existing building is approximately 42m long, 19m wide and is five storeys high.

The properties along Camden High Street are between two and five storeys, varying in height along the street in an eclectic mix of styles.

The properties along Arlington Road are mostly three and four storeys high, with residential terraces being the prevailing typology.

## 2.06 ARCHITECTURE

The architecture around the site is of an eclectic mix of styles and dates from a range of periods.

The site's immediate neighbours on the High Street are buildings which date from about beginning of the 20<sup>th</sup> century, with façades primarily of stone, brick and stucco render.

Along Arlington Road are Georgian Style terraces predominantly in white render at ground level and buff brick above.

The building subject of this application was constructed in approximately 1970, but has a detailed shop front façade facing the High Street in a modern style format. The windows to the offices above the shop front have been arranged in a symmetrical format, with vertical concrete columns equally spread along the brick façade.

The existing shopfront at ground floor is typical of the ground floor retail units in the area with glazed full height windows, recessed entrance and

exit doors, a fascia band above the glazing with the name of the unit, and a projecting flag sign to indicate the location of the unit to pedestrians. Above the fascia band is a concrete feature detailing the separation between the retail shopfront and the offices above. The existing glazing is set within dark grey frames.

## 2.07 PLANNING HISTORY

The ground floor of the building within the site is an existing and long-established Class A1 retail destination with the upper floor used for a retail storage.

Various planning applications have been submitted over the years, predominantly for signage/shopfront works from different tenants occupying the unit.



Figure 5: Existing shopfront from Camden High Street



Figure 6: View of Bedford House from across Camden High Street



Figure 7: View of the existing loading bay and loading platform

### 3.00 DESIGN

#### 3.01 PRINCIPLES OF DEVELOPMENT

Only minor modifications to the building are proposed, with a new shopfront to enhance the street facing façade, a new loading platform to aid operations, and replacement of servicing/escape doors as required.

As part of the works advertisements have been considered but these will form part of a separate planning application.

#### 3.02 LAND USE

The proposal is to retain the currently permitted A1 use.

#### 3.03 QUANTUM

The proposal is to refurbish the existing retail unit which includes the installation of a new shopfront, including a circa 19 sqm infill of the existing alcove, as well as the construction of a loading platform extension at the rear of the store for additional 2.3 sqm.

#### 3.04 ACCESS AND LAYOUT

Customer access to the store is broadly proposed as existing, but with access now directly off the High Street, rather than via a covered alcove.

An increased loading area will provide more efficient servicing to the unit.

Aldi Stores Ltd has a policy of non-discrimination and non-segregation, ensuring that all customers, whether able bodied or not, are given the same opportunity to use the store and its facilities in line with both the DDA and current Building Regulations.

#### 3.05 SCALE, ARCHITECTURE AND APPEARANCE

The building format will generally remain as existing, with the shopfront infill increasing the internal floor area by circa 19 sqm.

Overall, the two floors subject to this application equate to approximately 1,448 sqm (internal area).

A new shopfront to the High Street is proposed to be full height glazing with frames in anthracite grey, complementing the existing colour of the concrete columns and band above the ground floor area.

Bringing the entrance/exit doors forward to the High Street will create a consistent building line, more welcoming appearance and increased daylighting to the store.

The new loading platform to the rear of the store is proposed to be constructed with galvanised steel. The nature of retail servicing requires this to be robust and long-lasting, but this is nonetheless a subtle addition to improve operations.

All doors will be finished in anthracite grey (RAL 7016).

#### 3.06 LANDSCAPING

There are no proposed changes for the soft or hard landscaping on site.