

Planning - Development
Control
Camden Council
Camden Town Hall
London
WC1H 8ND

—
04.05.19

Design & Access Statement

Property:

Shop @ 77 Southampton Row
London
WC1B 4ET

Thank you for taking the time to read this document - please find below the design and access statement relating to the application for the property listed on the left.

This document has been produced in support of a planning application to alter the front elevation and signage on the existing building, and to propose temporary hoarding around shop whilst the frontage is altered.

PROPERTY

The property in question is located within the London Borough of Camden, and forms the ground floor of a tall terrace property. The property is not listed, but is located within the Bloomsbury Conservation Area. The property is already used as a shop, and no change is proposed to its use class. The surrounding parade of shops are host to a varying array of commercial units, most of which appear to also be the same use class.

PROPOSAL

The proposal as defined by this application is to alter frontage of the shop with new glazing elements (including new doors), change the signage to the front of the property to match that of the new business that will trade from the premises: Vapourware (Vapourware Retail Ltd). During the works, the client would like to set up hoarding to protect members of public whilst the front of the shop is removed and replaced. The hoarding is proposed to sit within the curtilage of the shop, and not to reach out onto public land.

SITE AND PLANNING CONSIDERATIONS

A number of local and national policies provide supportive framework for this application, and should be considered positively by the local authority when assessing this application:

National Planning Policy Framework (NPPF)

- Paragraph 23, Ensuring the Vitality of Town Centres

The London Plan

- Policy 407, Retail and Town Centre Development
- Policy 4.8, Supporting a Successful and Diverse Retail Sector and Related Facilities and Services

Camden Local Plan

- Policies D1 & D2 (Design & Heritage)

DESIGN CONSIDERATIONS

The character and appearance of the building is of vital importance, and no aspect of the proposal looks to detract from this. The shop front in its current form is run down and very much in need of updating. The proposal looks to create a more open and engaging front that will improve the quality of the unit and the area.

APPEARANCE AND MATERIALS

The new frontage is formed of 2 elements:

- New glazing (to include new doors for entry)
- Aluminium cladding to the non glazed elements to unify and tidy up the elevation, and bring it in line with the brand

These alterations are very much in line with elemental changes that have been undertaken to other units in the area, and should be seen as a positive improvement to the streetscape.

ACCESS

The shop has a double door access point from the street, and this will be reinstated within the new glazing to the front.

CONCLUSION

It is our belief that the proposal as outlined here and within the other submission documents is one of restraint and contextual consideration. Whilst the proposal is there to respond directly to the needs of the client, it has been done so to best align with the local Borough requirements and the amenities of neighbouring properties. As such, we believe strongly that this application should be supported.

Yours sincerely,

Nick Varey
For and on behalf of STUDIO VAREY