

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

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19.06.19

Design & Access Statement

Property:

Shop @ 40 Short's Gardens
London
WC2H 9AB

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 signage on the existing building.

PROPERTY

The property in question is located within the London Borough of Camden, and forms the ground floor of a 4 storey property. The property is not listed, but is located within the Seven Dials (Covent Garden) Conservation Area. The property was until recently used as an ice cream parlour. The surrounding parade of shops are host to a varying array of commercial units, most of which appear to be the same (or a similar) use class.

PROPOSAL

The proposal as defined by this application is to alter the signage to the front of the property to match that of the new business that will trade from the premises: Vapourcore (Vapourcore Retail Ltd).

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

DESIGN CONSIDERATIONS

The proposal looks to follow the design approach of the existing frontage of this parade, by updating it to match the branding and colouring of the new occupant. This would maintain the shops existing style and appearance, which ties it into the streetscape.

APPEARANCE AND MATERIALS

The new frontage is formed of Aluminium cladding to the non glazed elements in brand colours (please refer to elevation drawings) to unify the elevation, and bring it in line with the brand.

ACCESS

The shop has a single glazed door access point from the street, and this will be maintained.

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