

87-89 marchmont street
london
—
design and access statement

prepared by
nine yard club ltd

on behalf of
west london foods ltd

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1.0 introduction

This Design and Access Statement has been prepared on behalf of West London Foods Ltd and accompanies an application for planning permission for alterations to an existing shopfront with associated advertising consent.

This planning application relates to the ground floor of 87-89 Marchmont Street, London. A site location plan is detailed within Appendix 1 – ‘Site Location Plan’.

The proposed description of development is as follows: “Alterations to existing shopfront (including advertisements)”.

This document sets out full details of the proposed works and highlights the design and accessibility credentials of the scheme set against the provisions of the local development plan.

This statement is structured as follows:

Section 2.0: Site and Surroundings – provides a description of the site characteristics and surrounding area;

Section 3.0: Planning History – provides an assessment of the planning history associated with the site and the wider area;

Section 4.0: The Proposal – provides a description of the extent of the proposal;

Section 5.0: Design and Access – provides an explanation of the design concept and accessibility considerations;

Section 6.0: Summary and Conclusions – sets out a summary of the report’s findings and provides a set of conclusions.

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2.0 site & surroundings

The application site is situated on Marchmont Street in the London Borough of Camden. A location map can be seen below.

87-89, Marchmont Street, London, WC1N 1AL



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The site is not located within a Conservation Area and it does not form part of a listed building. A photograph of the site can be seen below within photograph 1.



Photograph 1 – Existing Shopfront

The row of properties in which the site is located is four storeys in height and is of traditional brick construction. The subject property is currently used as a retail unit (Class A1) with residential units above. This planning application relates to the ground floor commercial unit only.

The predominant land use in the surrounding area at ground floor level, is that of retail, restaurants, cafes and drinking establishments. There is also residential and office space to the upper floors of the properties along Marchmont Street. In addition, there is a large student accommodation building situated opposite Cartwright Gardens with a series of

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residential streets to the east and west. Shopfronts along the street vary in style from traditional with period features, to modern with minimal detailing.

Photographs of the surrounding retail units can be seen below within photographs 2-5.



Photograph 2 – Surrounding Buildings



Photograph 3 – Surrounding Buildings

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Photograph 4 – Surrounding Buildings



Photograph 5 – Surrounding Buildings

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3.0 planning history

Upon review of the Council's online planning records relating to the site, the only application of relevance was submitted in October 1962 requesting permission to replace the existing shopfront and carry out internal alterations (Planning Ref: TP4028/14872). Permission for the application in question was granted in December 1962.

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4.0 the proposal

This application seeks permission for alterations to the existing shopfront (including advertisement consent) at 87-89 Marchmont Street, London within the London Borough of Camden.

The subject property is currently operating as a retail unit (Class A1) and will continue to operate within this class after the shopfront alterations have been made.

The existing shopfront is tired and is in need of repair. The proposed design is considered to be a significant improvement on the existing design and is considered to be sensitive to the building and surrounding area.

The proposed alterations consist of:

- Removing the existing signage board;
- Removing the existing extending canopy;
- Removing the existing security roller shutters;
- Replacing the existing glazing units and retail unit entrance door;
- Replacing and relocating the existing alarm box;
- Replacing the existing entrance door to the residential units above;
- Replacing the existing guttering at ground level;
- Replacing the existing basement access hatch;
- Replacing the existing exterior floor tiles; and
- Installing a lightweight concrete render over the existing shopfront façade.

This application also seeks permission for advertisement consent to display two illuminated fascia signs, one illuminated projecting sign, one wall-mounted digital screen behind shopfront glazing and vinyl signage to the shopfront glazing.

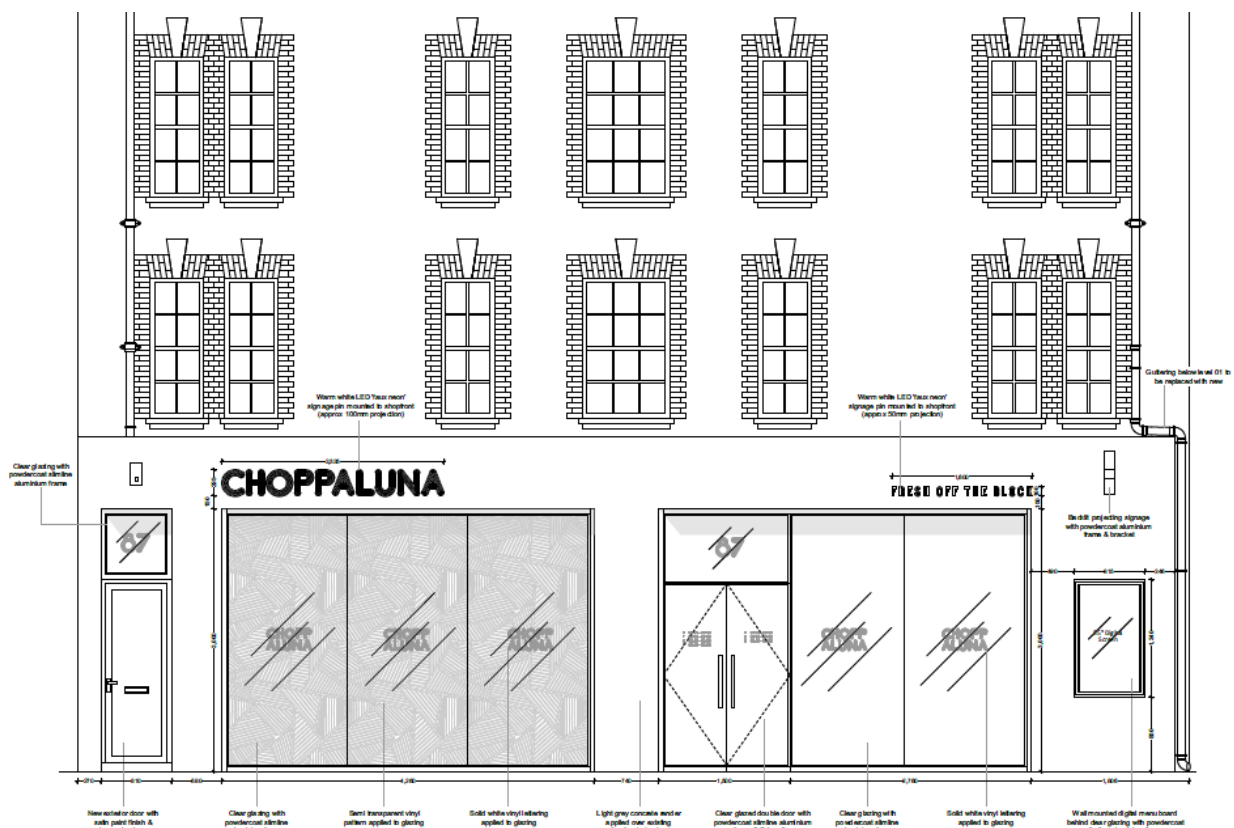
Existing and proposed shopfront elevations can be seen within Drawings 1 and 2 on the following page.

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Drawing 1 – Existing Shopfront Elevation



Drawing 2 – Proposed Shopfront Elevation

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5.0 design & access

5.1 Design

This Design and Access Statement has taken several documents into consideration including; The London Plan 2015; Camden Local Plan 2017; Camden Planning Guidance - Design 2018; and Communities and Local Government - Outdoor Advertisements and Signs 2007.

The proposed design is considered to be a significant improvement on the existing design and sensitive to the building and surrounding area. Whilst the Camden Planning Guidance - Design 2018 refers to the need to preserve early shopfront examples to maintain the value of built heritage, the existing shopfront and advertisements are of modern insertion. It is our consideration that the proposed shopfront design adheres to the provisions of Camden Local Plan Policy D3 as it would have a positive impact on the appearance of the building and street scene.

The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring premises and reflecting the general scale and pattern of shopfront widths in the area. The proposed alterations to the shopfront have been designed to be in good proportion to the existing layout in terms of the pilasters and fascia's. The proposed concrete render can be seen on several surrounding buildings including the full row of buildings on Cartwright Gardens. A similar stone finish and an example of similar glazing can be seen at 31 Leigh Street which sits on the corner of Leigh Street and Marchmont Street.

The proposed high-quality glazing units will improve views into and from the premises, enhancing feelings of security by providing natural surveillance. A new burglar alarm will be installed and the alarm box on the shopfront will be replaced and moved to a more suitable location. New CCTV cameras will be installed internally within the store in a discreet location.

New shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre they are located in. A list of proposed materials and details can be seen on the following pages.

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Finish Ref 001

Concrete Render & Glazing

Example of stone clad shopfront with minimal frame glazing at 31 Leigh Street.



Finish Ref 002

Glazing

Example of glazing with slimline aluminium frame with powder coat finish.



Finish Ref 003

Concrete Render

Example of concrete render - colour to be natural concrete. Slight textured finish due to hand application. Finish to be suitably sealed to prevent water ingress.



Finish Ref 004

LED Signage

Example of warm white LED lettering. Sign to be mounted to shopfront with minimal black aluminium brackets. All cables to be concealed.

Maximum luminance level 600 cdm²



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Finish Ref 005

Basement Access Hatch

Example of replacement basement access hatch in galvanised stainless steel. Weather resistant seals & stainless steel furniture. Hatch to be installed level with pavement and in accordance with building regulations.



Finish Ref 006

Digital Screen

Example of digital screen to be wall mounted behind shopfront glazing. All brackets and cables to be concealed.

Maximum luminance level 600 cdm²



Finish Ref 007

Projecting Signage

Example of projecting sign with warm white LED backlighting and opal acrylic diffuser. Sign to be mounted to shopfront with powder coated aluminium bracket. All cables to be concealed.

Maximum luminance level 600 cdm²



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5.2 Access

The proposal seeks to maintain the primary point of access on Marchmont Street.

Marchmont Street is considered to be easily accessible by public transport. The site has a PTAL score of 6b which is rated as 'best' in terms of distance from frequent public transport services.

The proposed replacement entrance door is a double door which opens into the store with a total width of 1500mm. The effective clear width through a single door leaf will be 750mm to comply with the requirements of Part M of the Building Regulations.

Doors will include appropriate ironmongery, easy-use handles and safety manifestations where necessary. All glass will be safety glass to BS 6206.

The entrance door will be installed in accordance with the equality act to allow inclusive access for customers with mobility impairments and the entrance area will be suitably lit.

The new Concrete Asphalt paving in front of the retail unit will match the existing finish either side and will be level with the entrance doors.

All shopfront signage will be positioned so it does not cause obstruction to public safety.

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6.0 summary & conclusions

This application seeks permission for a new shopfront, including advertisement consent at 87-89 Marchmont Street, London.

The amendments to the shopfront consist of the enhancement of the Marchmont Street elevation, replacement of the existing basement access hatch and exterior tiles, introduction of advertisements and the general refurbishment of the external appearance of the unit.

It is our consideration that the proposed alterations, which would enable the occupation of the unit by Choppaluna would result in a well-designed and proportioned shopfront in accordance with planning policy and should therefore receive a favourable recommendation.

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