

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

—
09.05.19

Design & Access Statement

Property:

Shop @ 30 Chalk Farm
Camden
London
NW1 8AJ

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 4 storey property. The property is not listed, nor is it located within a 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 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). A roller shutter is also proposed, and is shown on the relevant drawings.

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 building within which this shop will be located is relatively new, and is already designed to be very open and modern with regards its glazing and street appearance. This application seeks to maintain this, and merely alter the appearance to align with the brand of Vapourcore, and provide added security via the roller shutter.

The design approach of the original shops along this strip of road appears to be one of brand directed design, and we therefore look to likewise follow a similar path.

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