

# Design and Access Statement

**Conversion of a souvenir shop to a bubble tea shop:  
Advertisement consent, mural on front façade, retractable blinds, new glass  
doors**

**ATTN: Planning Department**

**RE: 229 Camden High Street, London, NW1 7BU, UK**

**01 Introduction**

**02 Context**

**03 Opportunities**

**04 Design, Layout and Amenity**

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## Introduction

This design and access statement is to support the proposal for a conversion of a souvenir shop to a bubble tea shop: Advertisement consent, mural on front façade, retractable blinds, new glass doors at 229 Camden High Street, NW1 7BU.

This Planning statement is to be read in conjunction with the following documents:

1. Full set of drawings
2. Location Map
3. CIL Form

The following policies and legislation have been considered:

- National Planning Policy Framework 2019
- Residential Extensions and Alterations
- Core Strategy and Development Control Policies Development Plan Document
- SPD Residential Extensions

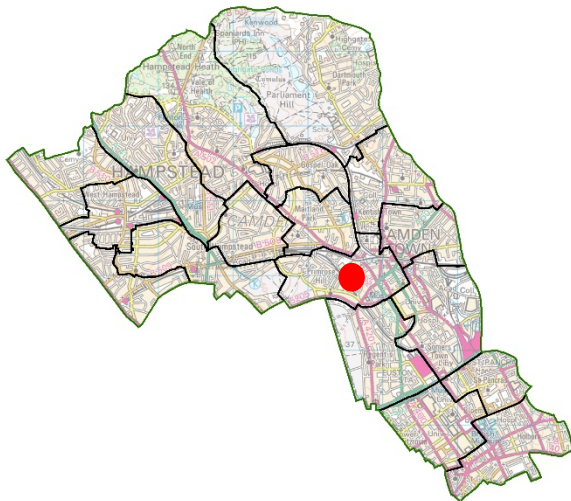


Fig. 1 London Borough of Camden

Site ●

The site is located in the London Borough of Camden. The building is not Listed and is not on areas of landscape identified as importance at international, national or local levels by statute or identified in development plans or other documents.

Camden has a high quality historic environment which includes listed buildings, conservation areas, parks and gardens recognised for their important architectural or historic interest and many formal squares protected under the London Squares Preservation Act 1931. The Borough also has many attractive, historic, locally significant buildings and features which contribute to the distinctiveness of local areas, but which are not formally designated.

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## Opportunities

As stated on Camden’s planning policies, the architectural style of the original house should be respected and repeated in any extension or alteration so that it appears to be part of the original house. This will include materials, roof styles, and alignment and size of windows and doors. Loss of original features is discouraged. The type, colour and texture of materials used should match or complement those of the original house so that the extension appears to be part of the original house.

The change of use and the external changes are to be in accordance with the National Planning Policy Framework and Policy D1, where it states that the Council is committed to securing high quality design. Good design is essential to creating successful places and this is indivisible from good planning. It is important that the design quality of a development is retained through to completion

The proposal at 229 Camden High Street is to preserve the surrounding architecture, without removing any original features that can be seen from the front of the house. It is situated at the heart of London Borough of Camden, which includes a great diversity of high streets, ranging from small local parades to town centres and international visitor destinations. High streets are the public face of a neighbourhood and are what most people associate with a particular place. Each high street and town centre in Camden has its own particular function, character and identity. On the High Street in Camden, Public art can make a real difference in how the neighbourhood look and feel, providing a canvas for community expression and can bring people together. That is why the proposal at 229 Camden High Street is of great importance to the neighborhood.



Fig. 1 Camden Town High Street

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## 04. Design, Layout and Amenity

The proposal has considered its effects on design assets and the architectural, historic significance as well as the wider context. The proposed conversion of a souvenir shop to a bubble tea shop: Advertisement consent, mural on front façade, retractable blinds, new glass doors do not remove the positive role of the historic environment in Camden's townscape, economy and sustainability, and heritage assets and their settings are conserved, in a manner appropriate to their significance.

The proposal has been designed to be sympathetic with the original fabric of the building whilst minimizing the extent of adjustment.



Fig. 2 View from above

Site —  
Camden High Str —  
Iverness Str —  
Arlington Rd —



Fig. 3 Front view from above

Site —  
Camden High Str —

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Fig. 4 Front view

Property

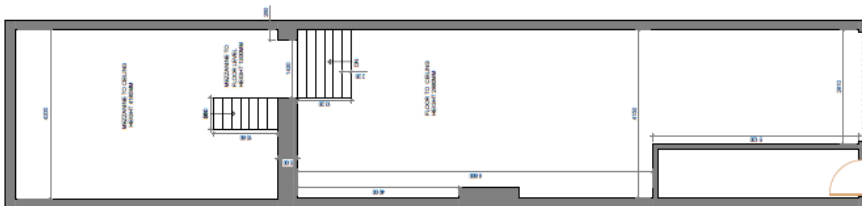


Fig. 5 Existing Ground Floor Plan

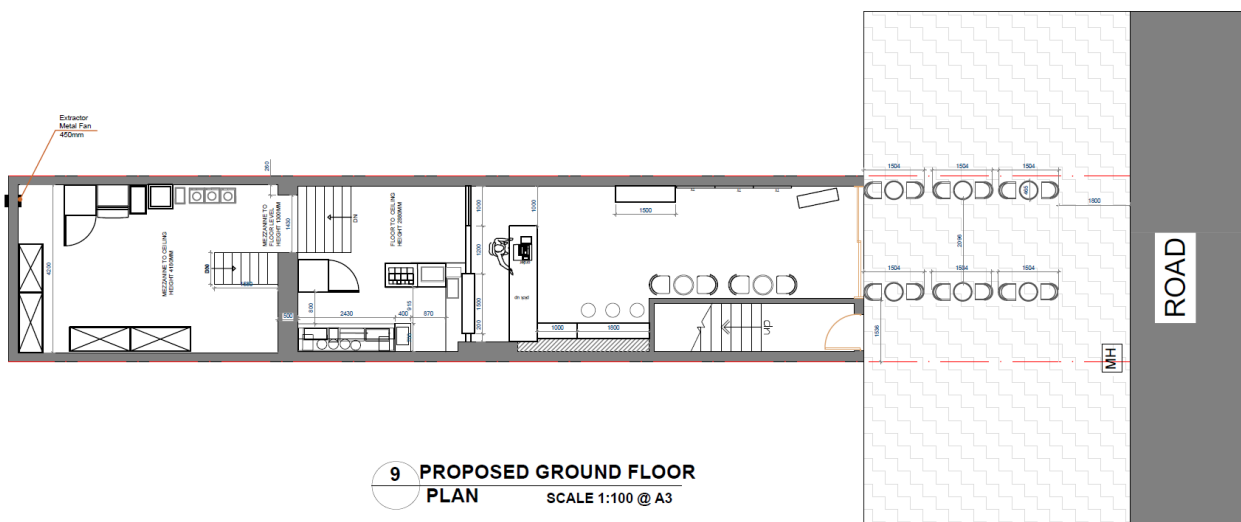


Fig. 6 Proposed Ground Floor Plan

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As it can be seen on fig. 5 and 6, changes are mainly on the layout of the internal space. The existing souvenir shop will be converted into a Bubble Tea shop, with a couple of external tables at the front. The access to the space will be through the proposed front doors, leading to the pickup area. At the rear of the property, a new kitchen with extractor fan unit is to be installed. The specifications of the metal extractor fan would be: Power: 230W, Speed: 1350 RPM, Max Air Flow: 4500m<sup>3</sup>/HR, Blade Size: 18”.

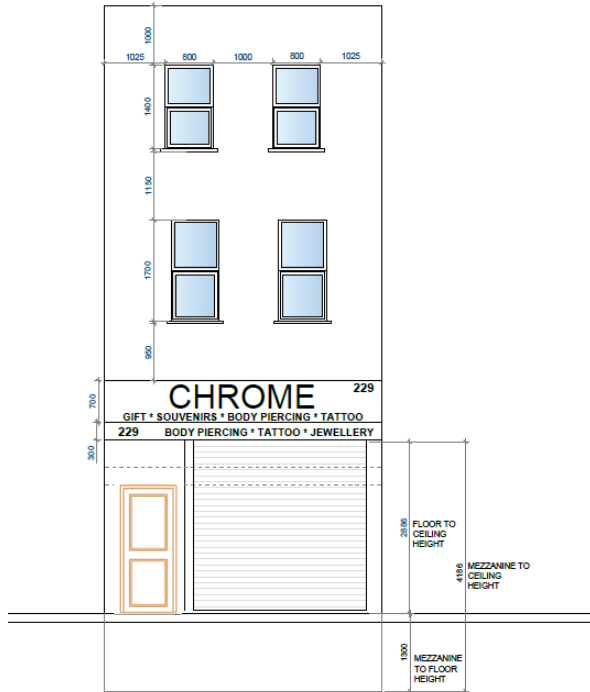


Fig. 10 Existing Front Elevation



Fig. 11 Proposed Front Elevation

Externally, a mural is proposed to the front façade of the property. The logo will have a white background and black logo with deer as it can be seen on Fig.11. Instead of garage door, the proposal will benefit from discrete double doors in a sympathetic material. Above the doors, retractable blinds are to be installed, similarly to the other cafés with tables at the front.

As it can be observed on the proposed and existing drawings below, the original measurements are to be respected, the signage is to be fitted where the previous signage was. The architectural features are to be kept and preserved.

On the hanging sign on the side, the colours are to be black for the background and the outline of the image is to be white. The colours are sympathetic to the building, the colours are not harsh and bright.

The character of the property is respected and preserved. The relationship with the other surrounding facades is to be kept and is considered to be as a part of the whole building into which it is fitted. A minimum of advertisement has been proposed above the proposed double doors and a single hanging signage of 800x600mm. The extractor fan is at the rear of the property.