

Wellsfield Associates

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DESIGN/ACCESS STATEMENT.

Re. Proposed alterations to 200 Kings Road, Cardiff, CF11 9DF.



Local Authority: Cardiff Council.

Location

The store is located on Kings Road within the Conway Road conservation area. This is an area with a large number of residential properties in the immediate vicinity with a retail area further along Kings Road/Pontcanna Street comprising bars, cafes, haberdashers and beauty salons.

Proposals

The proposal is for the rejuvenation of the unit known as "The Dairy" into a new Co-operative food convenience store. The application seeks consent for operational development to form new shopfront sections incorporating a dedicated entrance/exit door, and the installation of new refrigeration plant and AC condensers. This plant will

be surrounded by a new attenuated screen with access gates for maintenance. To improve security the existing windows to the flank elevations will be blocked up. A new delivery door will be installed.

A separate application for advertisement consent will be submitted for new signage on the building and is shown on the attached plans for indicative purposes only.

Planning Policy Context

The relevant National and Local Planning Policy has been summarised below;

National

TAN 12: Design

Local

City of Cardiff Local Plan 1996;

Policy 3: Development in Conservation Areas
Policy 11: Design and Aesthetic Quality

Deposit version of Cardiff Unitary Development Plan (UDP) 2003;

Policy 2.20: Good Design
Policy 2.53: Conservation Areas

Relevant Supplementary Planning Guidance;

Shop fronts & signage guide October 2011

In light of the nature and scale of the proposals being put forward here, it is considered that the most relevant policies to assess the scheme against are contained in the deposit UDP and the guidance contained within the Adopted SPG as the Local Plan is now out of date.

Policy 2.20 of the Deposit UDP outlines the issues that will be taken into account in assessing the design of new development within the City and amongst other things seeks to ensure that it responds well to the local character and context and addresses issues of layout, scale, design, appearance and landscaping etc.

Policy 2.53 relates specifically to proposals affecting Conservation Areas and replicates the statutory duty to ensure that any new development serves to either preserve or enhance such areas.

The Adopted SPG provides more detailed guidance to assist applicants proposing alterations to existing buildings or constructing new shop fronts. Section 4.3 of the SPG sets out a number of key design principles to consider in designing new shop fronts.

As outlined in more detail below, the scheme has been designed in a sensitive manner and looks to make alterations to the external appearance of what is currently an underused building within the Conservation area.

The applicant has sought pre-application advice in respect of the proposed design of the new shop front and external alterations and the resultant scheme is in full accordance with the advice received by way of letter dated 12th August 2013 (Ref: AS/JE/PA13/290/DCI).

The proposals respect the design and appearance of the existing building by including a modern but sensitively designed glazed shop front along the full width of the front elevation. The new shop front sections reflect the proportions of the existing building and spacing of the vertical steel bands and would retain the more decorative window in the front elevation at first floor level.'

Other, less prominent openings on the side and rear elevations of the building would be blocked up using materials to match the existing building wherever possible.

The new aluminium framed shop front sections are appropriate in the context of the existing building and will include a new stallriser on each of the sections. The final colour and finish of the frames could be controlled by way of a planning condition if the LPA has issues with the details provided below.

The existing dilapidated timber gates to the side of the building would be replaced with new timber gates which will be a further improvement to the appearance of the site.

Roller shutters would accord with the guidance contained in the SPG and will comprise of internalised shutters, housed within the new shop front and set behind the shop front glazing.

Further details are provided below in respect of external plant and equipment which will be housed in an attenuated enclosure. Again, full details of the design and finish to this enclosure could be controlled by way of a condition, however the location of the plant and housing has been chosen to minimise its impact on the Conservation Area and neighbouring residential properties, and would be screened from the Severn Grove frontage by the existing boundary treatments.

Finally, the existing corrugated asbestos roof will be replaced with a new built up metal profile cladding to be finished in goose wing grey. It could be argued that this does not specifically require planning consent as in effect it would be works which would not materially affect the external appearance of the building when viewed as a whole and in its current form; however it has been included in the application for completeness. This would be a further visual improvement to the building in its current form and again is appropriate in the context of the existing building.

Design

The new shopfront sections and entrance/exit door will be polyester powder coated (PPC) aluminium frame units finished in RAL 9007 & Co-op Green respectively. The existing window frames on the front elevation will be redecorated to match the RAL 9007 finish.

A new, wider set of timber access gates will be added to the delivery area to replicate the existing gate style and finish.

The window infills will be in brickwork to match the existing wall finish and the new delivery door will be a secure, steel unit finished in Goosewing Grey.

The plant units have been selected to ensure compliance with the noise survey recommendations and are to sit in an area obscured from customer and local residents views. For security, protection and acoustic reasons it will be surrounded by a new attenuated screen.

1.0 Use

1.1 Would the application help to create an appropriate mix of uses in the area?

The transformation into a convenience store will provide for a new retail offer into the area.

1.2 Would different uses work together well, or would they cause unacceptable annoyance?

They will work well together.

2.0 Amount

2.1 Is the density appropriate?

Not applicable in this instance.

2.2 Could the neighbourhood's services support the amount of development planned?

It is anticipated that there will be no adverse effect to the neighbourhood's current services.

3.0 Layout

3.1 Do all spaces have a purpose?

The proposal is to reuse the existing space, accommodating all of the requisite elements for a retail store into the most efficient and logical locations.

3.2 Will public spaces be practical, safe, overlooked and inclusive?

Not applicable to the application

3.3 Will private space be adaptable, secure and inviting?

The store will be secured through the provision of new internal roller shutters, details of which are included in the application

4.0 Scale

4.1 Will the building sit comfortably within their surroundings?

This is an existing building that is being rejuvenated.

4.2 Will they and parts like doors and windows, be of a comfortable scale for people?

Yes, the new doors and shopfront elements on the front elevation are to be located into existing spaces of the same size.

5.0 Landscaping

5.1 Has the landscaping been properly considered from the start?

Not applicable in this instance.

5.2 Will it help to make the place look good and work well and will it meet any specific aims for the site?

It will rejuvenate the unit and introduce a new retail offer to the area.

6.0 Character

6.1 How will the development visually relate to its surroundings?

This is an existing unit being converted. The materials proposed are to match those utilised on other retail units in the vicinity (PPC aluminium framed doors & shopfront) and the infills to the unit will integrate with the existing wall finishes.

6.2 Will it look attractive?

By installing the new elements empathetically into the existing building the existing look and feel of the unit will be retained.

7.0 Access/ Movement to, from and within

Customer access into the store will be via the new entrance/exit door. The new refrigeration plant and AC condensers will only be accessible for maintenance by access gates in the attenuated screen.

8.0 Environmental sustainability

The changes to the fabric of the building will be empathetic to the finishes found in the surrounding area.

The plant unit and AC condensers have been selected based upon the findings of the noise survey and will meet with the recommendations contained therein. It will be obscured from view by the new attenuated screen.

9.0 Community safety

The alterations to the unit will be installed in line with current building regulations and The Co-operative Group's own health and safety guidelines.

The new plant unit is to be located within a new acoustic enclosure to ensure that it can only be accessed by authorised personnel.

Conclusion

This site has been identified for investment by The Co-operative Group. The changes proposed will create a new, efficient retail store within an underutilised unit in this prosperous area of Cardiff. The store will complement the existing retailers in the area by providing a comprehensive convenience food offer.

The design proposed has been completed following pre-application advice with the local planning authority (ref: AS/JE/PA13/290/DCI received 12th of August 2013). It is considered that the changes proposed to the building are appropriate and sensitive to the character and appearance of the existing building and will therefore serve to not only preserve but also enhance the character and appearance of the Conservation Area.

The scheme does therefore accord with Policy 2.20 and 2.53 of the Deposit version of the Cardiff UDP 2003 and the Shopfront and signage SPG 2011.

We therefore request that the Local Planning Authority grant planning permission for the proposed development.