

Design & Access Statement

CLIENT	Lucky Astrid Ltd. T/A Astrid
PROJECT	Application to change shop front and alterations to external advertisement
ADDRESS	118A Alexandra Park Road, London, N10 2AH

INTRODUCTION

Charlotte O’Kelly is a local resident and homeowner who has previously run a delivery bakery from her home kitchen on Cranbourne Road N10, just two streets behind 118A APR, having established a devoted local customer following. Astrid will be an owner-operated, small batch artisan bakery of huge benefit to the local community. Astrid will sell pastries, cakes, and hot drinks as part of its offering, all prepared and baked on site.

The renovation of the shopfront at 118A APR is proposed to include the replacement of the windows and door and creation of a serving window, fully tiled facade, and the addition of an awning.

118A Alexandra Park Road is a small ground floor commercial unit (Class E, no change of use is proposed) on a buzzing stretch of high street at the heart of its local community. The site was previously trading as a beauty salon but has also had a past life as offices, a betting shop, radio/TV shop, video hire shop and fish & chip shop. It is situated on a thriving parade of retail units including cafés, convenience stores, several take-away restaurants, a deli, estate agents, fitness centre, creative pottery shop and boutiques in a residential area in the London Borough of Haringey, opposite Alexandra Park Library and Maid of Muswell gastropub, and in the shadow of Alexandra Palace.

118A Alexandra Park Road is located within a conservation area, Vallance Road conservation area, designated on 10 November 2008. The proposal will endeavour to maintain the integrity and historical significance of the surrounding area.

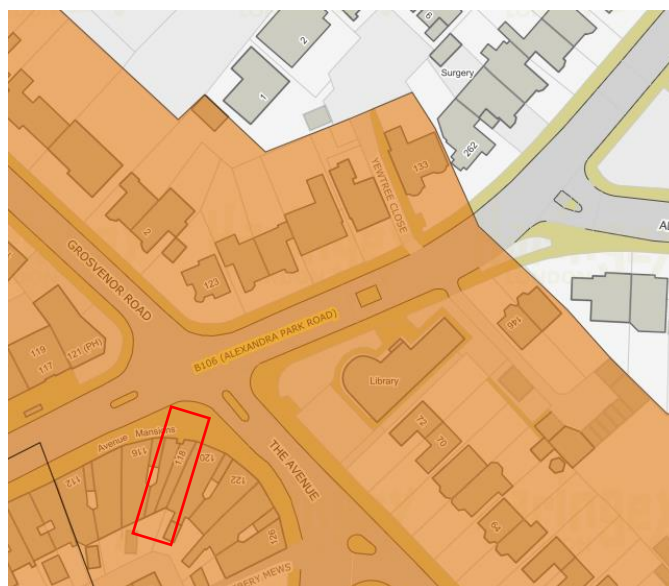


Image 1: Location plan indicating position of shop within the conservation area.

PROPOSAL

The application is for the alteration of the shop front, advertisement consent (including a new fascia sign) and the installation of a air conditioning unit at the rear of the shop.

The current shop front is in a poor condition. The windows and their frames need replacing as they are rotting. Decoration of the front is required, as it currently looks run down and unattractive. It is not fit for purpose. The doorway is shared with the business next door, making the space tight and access for customers uncomfortable, and the front door is also in a poor condition.

The internal size of the unit is relatively small. In order to provide freshly baked goods and maximise the space, we propose a walk up service, where customers and the public can walk up the bakery front, view the various goods on offer and order. In order to achieve this, we propose the following:

- To create a sliding window design. This will provide the space for the customer to be served and to pay and receive their goods.
- The installation of a larger glass plane, to give clients a better view of the various baked goods (see Image 1 below).
- The addition of an awning, which will add to the look of the café, but significantly will also provide cover and protection to customers ordering in instances of rain or other bad weather.
- New safety glass and a new hard-wooden frame, to improve the look and longevity of the front.
- New entrance stable door, which will be used for professional access, as opposed to a entry way for the business.
- An air conditioning unit at the rear of the bakery, to keep the pastries cool and to ensure the comfort of the staff in hot summer months.

DESIGN CONCEPT

Taking inspiration from European bakeries, Astrid proposes a beautiful, modern bakery with a convenient walk-up serving window at a height of 104cm, for coffee and pastries. The tiled façade and addition of three lamps under an awning will be in-keeping with the independent character of the adjacent retail units and enhance the look of the street.

The current visual display on the shop front is in a poor condition (see Image 2). The windowsills are rotting, and need replacing, and the paint has been chipped away. The brick work needs to be re-pointed and repainted and the entrance to the shop requires a new door, as the old one is a bad state. The proposal for the shop front is to enhance, regenerate and add a look that is appealing and appropriate for the high-street.

The joinery will be painted wood and will complement the nearby Edwardian buildings. It will replace the window and door frames in a poor state of repair. Because of the site's corner position, the proposed awning will not impact any other business. Further, it will tie the aesthetic of Astrid to its neighbours and contribute to the streetscape. All details of the height and positioning of the decorative items can be found on the attached documents to the application.



Image 2: Image of existing shop front and of proposed shop front respectively

The renovations will be carried out to a high standard. They will preserve and improve upon the existing character of the building. The materials used and workmanship will increase the lifespan of the building, bring new energy and increased trade to the street, and provide enjoyment for both local residents and visitors to Alexandra Palace by improving the appearance of the local area.

DISPLAY OF ADVERTISEMENTS

We intend to replace the tired façade of the unit with a dynamic, visually interesting and accessible solution. We propose 'Astrid' to be written in brass lettering at the top, alongside European-style foiled window signage of our offered products, as well as 'Astrid'. The lower left section will feature a blackboard area for handwritten daily specials and bake times, ie. Cinnamon Buns out at 11am, Focaccia Sandwiches from 12, Merry Christmas! and so on.

LIGHTING

Across the shop front now, there is an existing long lighting feature which provides downlighting. We intend to repurpose this. Further, it is proposed we install three wall lights which will sit under the awning. The purpose of these lights is not to illuminate any signage or advertising, but to illuminate the shop area itself, for two key reasons. First, for customers to be able to see various goods and menus when it gets darker, particularly in winter months. Second, crucially for local security and to create a safe shop front.

ACCESS

Access to the road and neighbouring buildings will not be impacted. The customer serving window will not impact upon neighbouring businesses, indeed, it will ease access to the neighbouring unit at 118 which occupies a shared doorway area. For Astrid, this main door will only be used for deliveries in and out of the premises rather than as the main access point for the business.

Using a serving hatch as an access point to the bakery improves accessibility by enabling those with buggies, dogs and wheelchair users to access an otherwise difficult space, as well as increases the internal production capacity. The 'outside corner' location of the site combined with the very deep pavement directly in front means that pedestrian access on the throughfare would not be blocked.

We have additional access for builders and delivery of supplies and bulky items -as well as parking- available at the back of the shop, and all building materials and tools would be stored inside the shop.

AIR CONDITIONING

Laminated pastries such as croissants require consistent cool temperatures at the dough production stage so the installation of an air conditioning system is essential to our business as it will enable us to supply these products year round, even in the hot summer months. It would also ensure the comfort and well-being of our staff and customers.

Given that its use is predominantly to keep temperatures cool inside for the baked goods, the air conditioning unit proposed is a single unit, compact and small. It's volume is 0.3m³. As such, it meets the requirements for a permitted development. This is further evident, as it also is more than a metre away from the edge of a flat roof and over a metre away from property boundaries. The proposed A/C unit will be discreetly mounted at the rear of the building as to ensure it will be hidden from public view and is sensitive to the character of the conservation area. This way, it will not be visible, and will not impact nor detriment the visual look of the high street. It is proposed that the unit is placed on the back external wall of the shop (see document 'Proposed Rear Elevation' attached to the application). At the back of the shop there lies a back area which is partially enclosed, currently used for various bins and storage. It backs onto another road. It is for the use of the bakery and the neighbouring businesses. As such, the hung A/C unit on the back wall will be hidden away. Image 3 below shows the area, which also depicts the precedent set by the neighbouring businesses who have already installed A/C systems themselves.

We would like to highlight that given the compact and discreet nature of the A/C unit, we assess that the noise impact of the unit will be minimal. The data sheet (attached to the application) states that the sound pressure level of this unit for cooling is 53 dBA, while the sound pressure level for heating is 57 dBA. Significantly, the this area of the conservation area already experiences high background noise levels. The bakery is on the corner of Alexandra Park Road, and as such sits on a main and heavily used major junction, an intersection of several roads, including the B106. The rear of the building backs onto another road. As such, we assess that the noise produced by the air conditioning unit will be minimal and well below the permitted development noise limit of 42 dBA. Further, we have placed the unit a minimum of 1 metre - in most cases much more - away from any residential windows or areas, minimising any sound.

Of note, as a way to mitigate any impact, we propose the air conditioning will be used intermittently during shop working hours which are currently proposed to be 7am – 4pm. Meaning that no noise will be produced by the A/C during quiet hours or at night.

Ultimately, the A/C system will have no visual impact to the front of the shop, and require only the addition of a unit to the back, where other local businesses have installed their A/C units.



Image 3: Image of the rear area of the shop.

CONCLUSION

As a business, Astrid is committed to making superb quality food, and we are equally committed to creating a high quality environment in which to produce it. We have left no stone unturned in our design process to make the best use of an unloved, difficultly arranged, narrow shop unit. We are investing into the very structure of the space to create the bakery kitchen and front of house area which we believe will support our growing business and offer something special, unique and sustainable to the local area, of which we are a part.