Planning Statement

Proposed new extension to Unit 22, The Cam Centre,
Wilbury Way, Herts, SG4 0TW

Prepared by
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On behalf of
Euroaqua

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1.0 Introduction

1.1 This statement is put forward in support of the proposal of a warehouse extension to the existing industrial units at The Cam centre, Wilbury way, Hitchin.
The industrial units 10 and 22 are owned by Euroaqua.

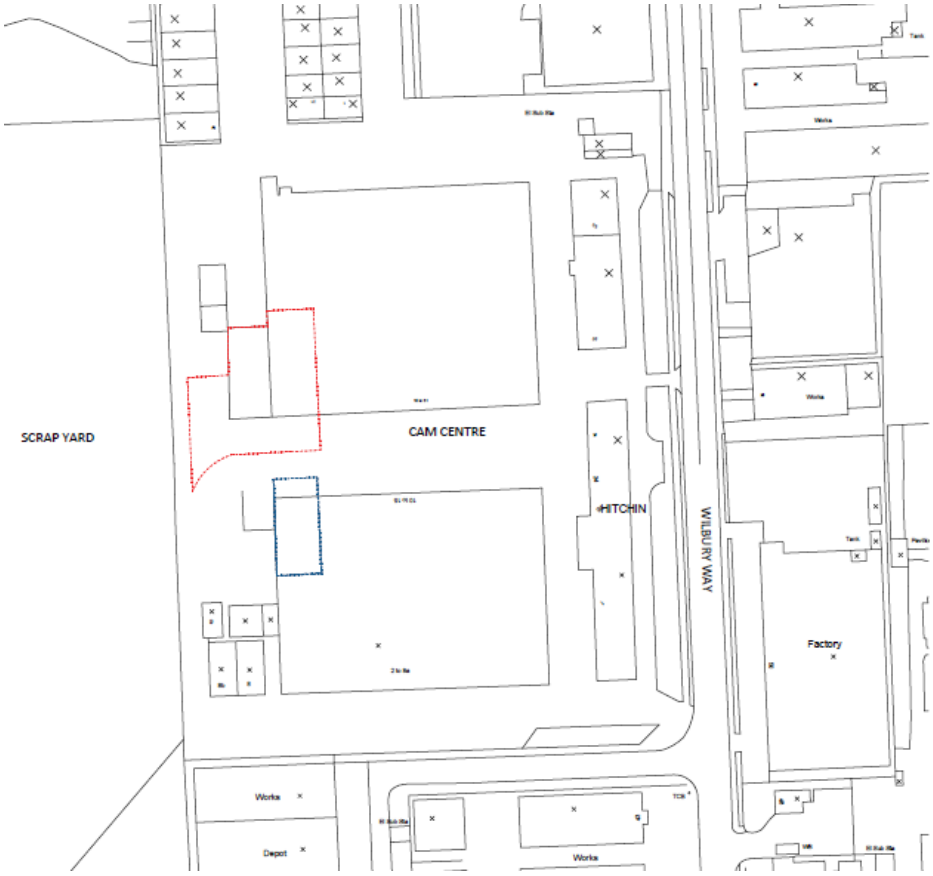
1.2 The existing unit forms part of a procession of units which make up The Cam centre building, all subsequently owned/leased to various businesses.

1.3 This statement has been written to ensure that the initial principle of this proposed development provides a scheme which has been considered to its highest level and against the relevant policies and guidance notes as stated in Government advice.

2.0 Development Description

2.1 The site is used by Euroaqua to run there offices, storage and testing facilitys for there busness of operation. Currenlty they occupy unit 22 and the opposite unit 10 (in the adjacent building).

2.2 This application is focussed on the external court yard of unit 22.



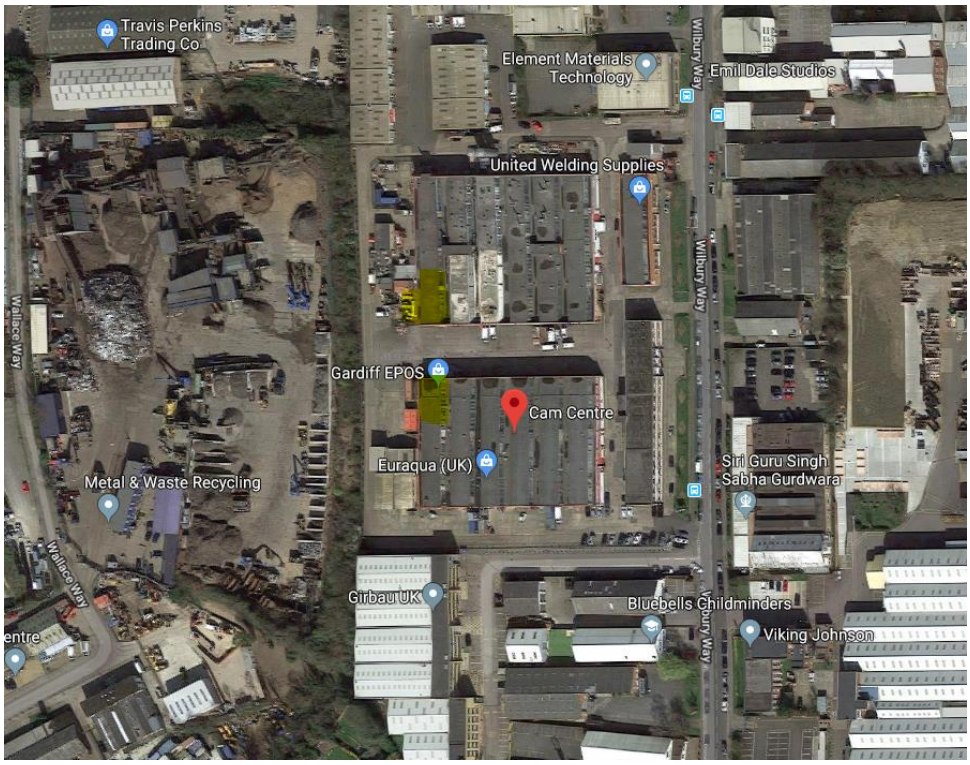
Site Location Plan

3.0 Site Analysis

3.1 The site is located at the north-eastern side of Hitchin within the estate of Wilbury Way and the surrounding area is made up of various industrial buildings and offices occupied by various businesses.

3.2 To the west of the site is an existing metal and waste recycling plant, which operates daily.

3.3 The north, east and south surrounding building make up the industrial business units of the Cam centre, and adjacent to Wilbury Way are office units.



Aerial photo

3.4 The existing vehicle access to the site is located midway down Wilbury Way, once accessed there is a vehicular right of way surrounding all units providing access to the buildings and offices.

3.5 There is limited parking to the area due to the access into each business unit. Therefore, providing parking is considered to be important to ensuring business growth. Unit 22 has an adjacent external storage area, currently in use by Euroaqua.

3.6 The no. 89 bus has a route through Wilbury way which has a route through the town centres and northern villages around Hitchin. The area does have good pedestrian access and walking/cycling from the surrounding residential estates is encouraged by the company.

3.7 The Local Authority has confirmed that the units are not listed, nor are they considered to be curtilage-listed buildings. The site is not located within a Conservation Area, however care and attention will be paid to the external appearance of the buildings and the site to ensure the character and appearance of the immediate surroundings are both protected and enhanced.

4.0 Design, appearance and scale

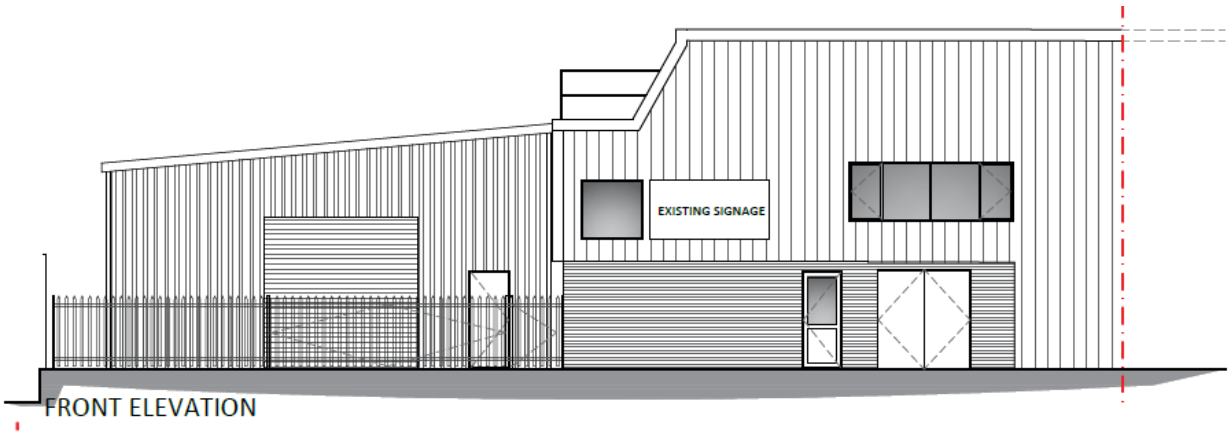
4.1 The current use for this site will remain industrial and this application will seek to build a warehouse side extension to unit 22. Which will be used by Euroaqua as additional warehouse space.

4.2 The proposed extension is supplied by Smart space and consists of a self-contained free-standing unit.

4.3 The materials of the proposed extension consist of a metal composite panel fixed to a steel frame, rooflights will be a corrugated polycarbonate to provide natural light to the warehouse space.

4.4 The external colours of the panels, trim, profiling and guttering will match the existing Cam centres colour scheme.

4.5 The scale of development set against the existing built mass is minimal and in-keeping with the scale of the existing buildings. The overall height blends into the existing step in the roofline. The extension is also stepped back from the front face of the main unit lessening the impact of the structure.

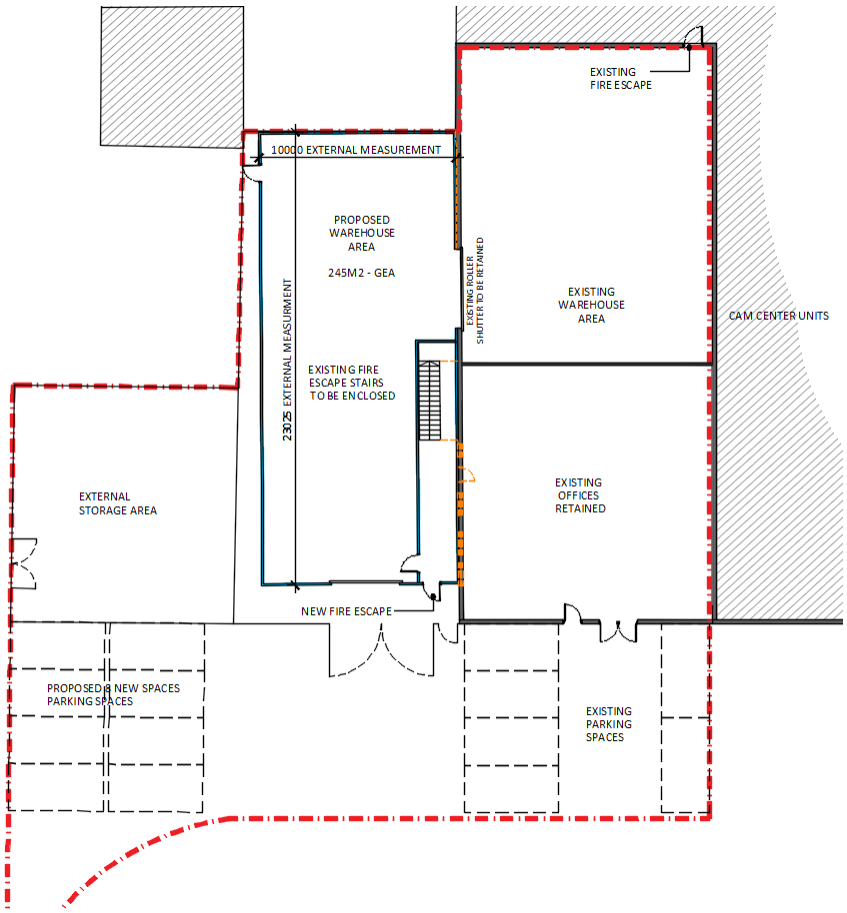


Proposed Elevation

5.0 Layout

5.1 The overall layout provides an open space warehouse for storage and operations regarding the business.

5.2 The existing external staircase will be incorporated into the new extension and encased within a new protected compartment ensuring that the existing fire escape provisions are not compromised.



Proposed Plan

6.0 Landscaping

6.1 The landscaping will be largely remaining as existing.

6.2 There are no existing trees affected by the proposal.

7.0 Access

7.1 The existing vehicular and pedestrian access will be maintained.

7.2 The extension does not affect the existing parking provisions; however, some additional land has been bought by the applicant recently. The new land which lies adjacent to the site on the west side provides an additional external storage and 8 no. of parking spaces.

8.0 Conclusion

8.1 The proposed scheme looks to extend the existing industrial unit at The Cam centre, to provide additional warehouse space for the business operations.

8.2 The site does not sit in a Conservation Area, nor does the building fall within the curtilage of the listed building.

8.3 The design looks to be sympathetic to the existing vernacular and provides the valued practical space for the business to grow and operate.