

DESIGN & ACCESS STATEMENT

HUMBLE CRUMBLE - EARLHAM ST

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HUMBLE CRUMBLE - EARLHAM ST

15/05/2023

01	INTRODUCTION
02	EXISTING SITE
03	INTERNAL ALTERATIONS
04	NEW SERVICES
05	EXTERNAL ALTERATIONS

# INTRODUCTION

This Design and Access Statement has been prepared by SODA Studio, on behalf of Humble Crumble, as a part of the Planning and Listed Building Consent Application for 50a Seven Dials Warehouse. The original unit was a pet shop and the refurbishment will see the creation of a dessert shop (use class E) for the new tenant's growing business.

The refurbishment will include:

- The internal fit-out of the unit, spanning over a ground floor and mezzanine
- The replacement of the existing entrance
- The creation of a new external ordering point within the existing hatch
- The addition of new services
- New signage and decorations to the exterior

This document is to be read in conjunction with the Heritage Statement prepared by Jon Lowe Heritage.

## PROJECT DESIGN TEAM

**Humble Crumble**  
Client

**SODA**  
Architect

**Jon Lowe Heritage**  
Heritage Consultant

**Environmental Engineering Partnership**  
MEP Consultant



# HUMBLE CRUMBLE

Humble Crumble is the world's first crumble bar started by Kim Innes in 2016. The first site was a stall in a farmers' market, and now Humble Crumble have sites in both Old Spitalfields and Borough market.

Every crumble is handmade, combining sustainably sourced, seasonal ingredients with innovative toppings to create a modern twist on the traditional dessert. It's paramount at Humble Crumble that every single crumble reflects their commitment to being an environmentally friendly business. Suppliers are chosen for the quality of the product and their dedication to sustainability; the dairy is fully ethical, the flour is carbon negative, and the vanilla is sourced from an orchard that reinvests profits back into the local community.

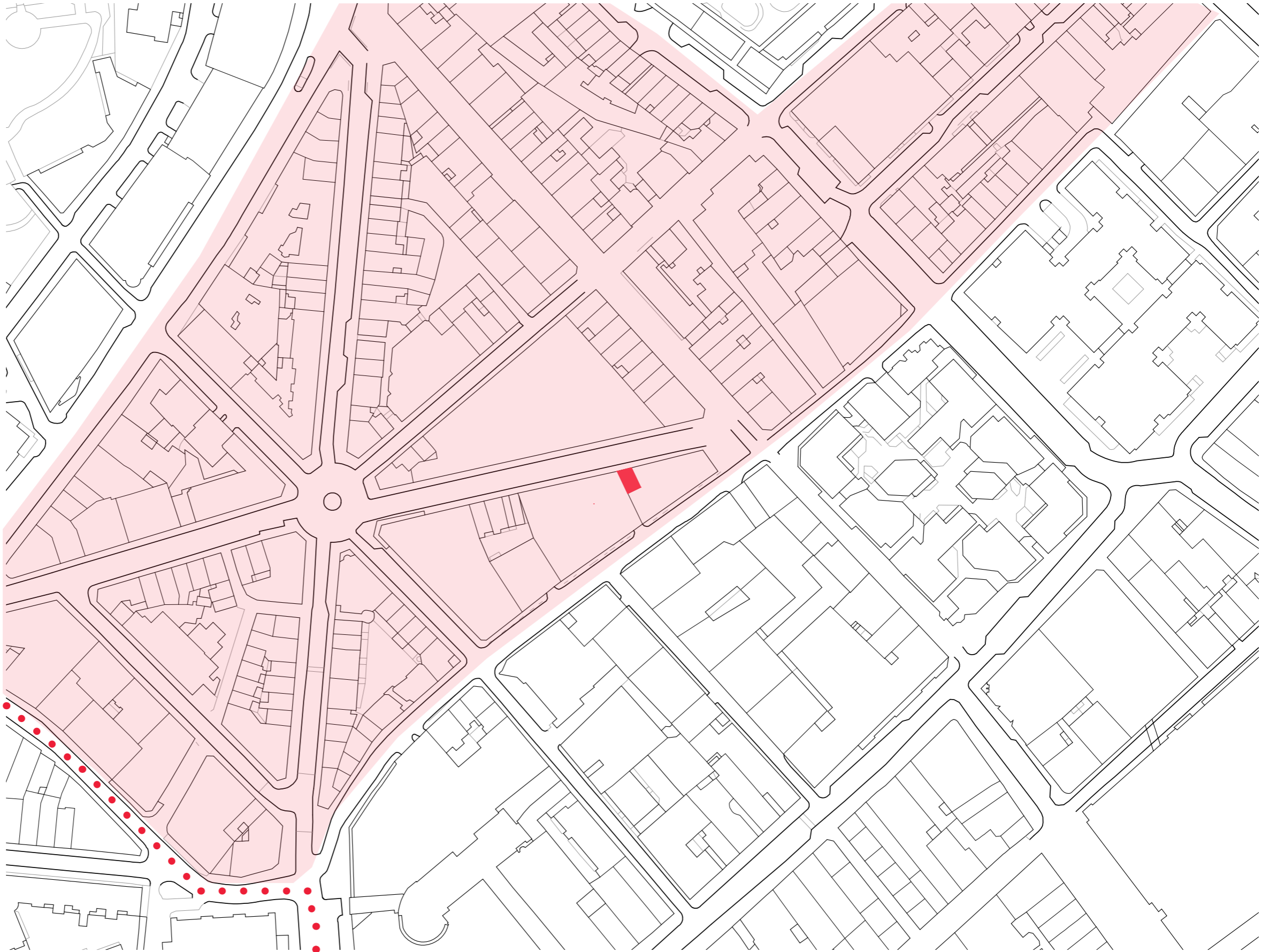
Social media platforms are key to Humble Crumbles' marketing, and as a result their retail spaces must be attractive, inviting and embody their brand values.

Humble Crumble has two existing stalls in Borough Market and Spitalfields and are looking to expand to different sites across London, starting with this Covent Garden site as their first venture.



# SITE LOCATION

The site is located in the London Borough of Camden, within the greater Covent Garden area in the West End of London. The unit sits within the Seven Dials Conservation Area and the property is Grade II listed.



- • • WESTMINSTER AND CAMDEN BOROUGH BOUNDARY
- SEVEN DIALS CONSERVATION AREA
- SITE

- 01 INTRODUCTION
- 02 EXISTING SITE
- 03 INTERNAL ALTERATIONS
- 04 NEW SERVICES
- 05 EXTERNAL ALTERATIONS

# EXISTING SITE

The unit is currently in a poor condition, with little visual connection to the vibrancy of other units in the area. The wall finishes are poor and dilapidated, with the different wall finishes exposed. The mezzanine, which is a non-original addition to the space is also visible.

The space has a floor area of approx. 15sqm at ground floor level and 12sqm on the mezzanine. There is very limited visibility into the space, which is restricted the glazed entrance door and two high level windows.

Due to the existing condition of the unit, a full refurbishment is required to make the space usable for the new tenant and ready for occupation.

Our proposal seeks to undertake a full refurbishment of the interior space and light touch amendments to the exterior facades. The proposed works will add some much needed character to the unit whilst respecting the historic original fabric and building character.



SITE PHOTOS

SHOP EXTERIOR



Existing window display - limited usability

Front door unsympathetic with existing facade



Unightly and uneven painted brick facade

Limited view of mezzanine and interiors from high level windows



View of shop through entrance door and high level windows only

Existing window and louvre

# SITE PHOTOS

SHOP INTERIOR - GROUND FLOOR AND MEZZANINE



Unsightly stripped back flooring, and no level access into space

Existing walls in a poor condition

Exposed staircase



Existing walls are in a poor condition with a range of finishes exposed

Exposed flooring at mezzanine level

Non-compliant glass balustrade with large gaps at each end. This is currently non-compliant as it is only a single pane of glass

01	INTRODUCTION
02	EXISTING SITE
03	INTERNAL ALTERATIONS
04	NEW SERVICES
05	EXTERNAL ALTERATIONS

# PROPOSED INTERNAL ALTERATIONS

There are several limitations with the space at present - the limited floor area, tall space and limited views into the space restricting the retail presence at street level. We propose to undertake several changes to enhance the space and work around its limitations. This will consist of the additional of several components including:

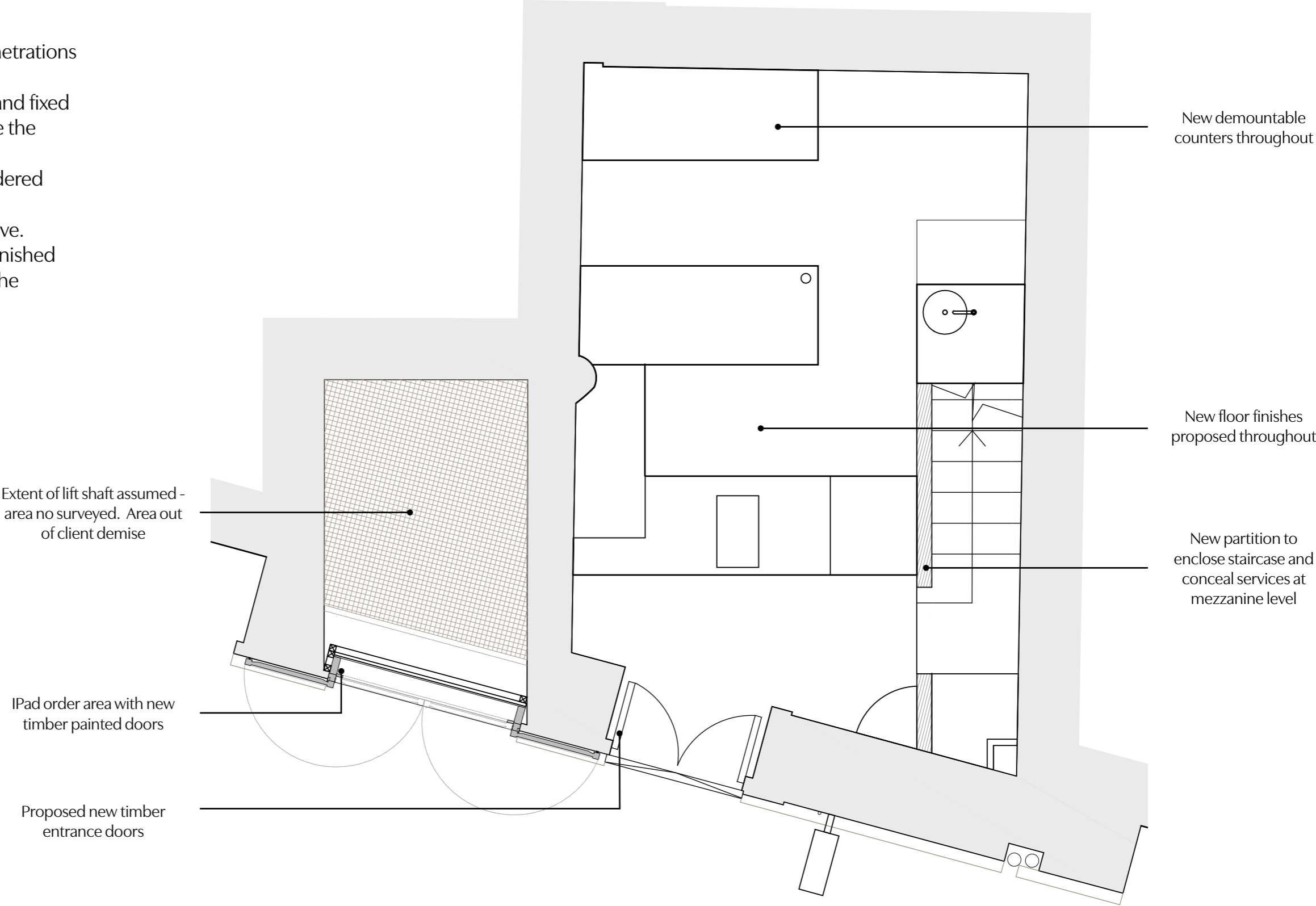
- 1** The ground floor front of house space:  
This will consist of a front service counter where customers will watch their crumble being assembled and collect them, with views to this feature joinery item from the entrance door. The front counter design will become a key feature of the space which will attract customers to the store. The ground floor space will also house equipment for cooking fruit. All joinery counters will be demountable.
- 2** The back of house space on the mezzanine where the crumbles are baked:  
This space will predominantly house the baking appliances, as well as the rest of Humble Crumble's equipment and wash-up areas.
- 3** A new full height partition wall:  
This is proposed to conceal the staircase as well as the high level services at mezzanine level. This demountable partition will fix to the existing glazing mullion at high level
- 4** The installation of a painted mural:  
This large wall area will become another key feature of the space, housing a mural which can be glimpsed from the streetscape. This will add much needed vibrancy to this small space.



# GROUND FLOOR PLAN

## NOTES

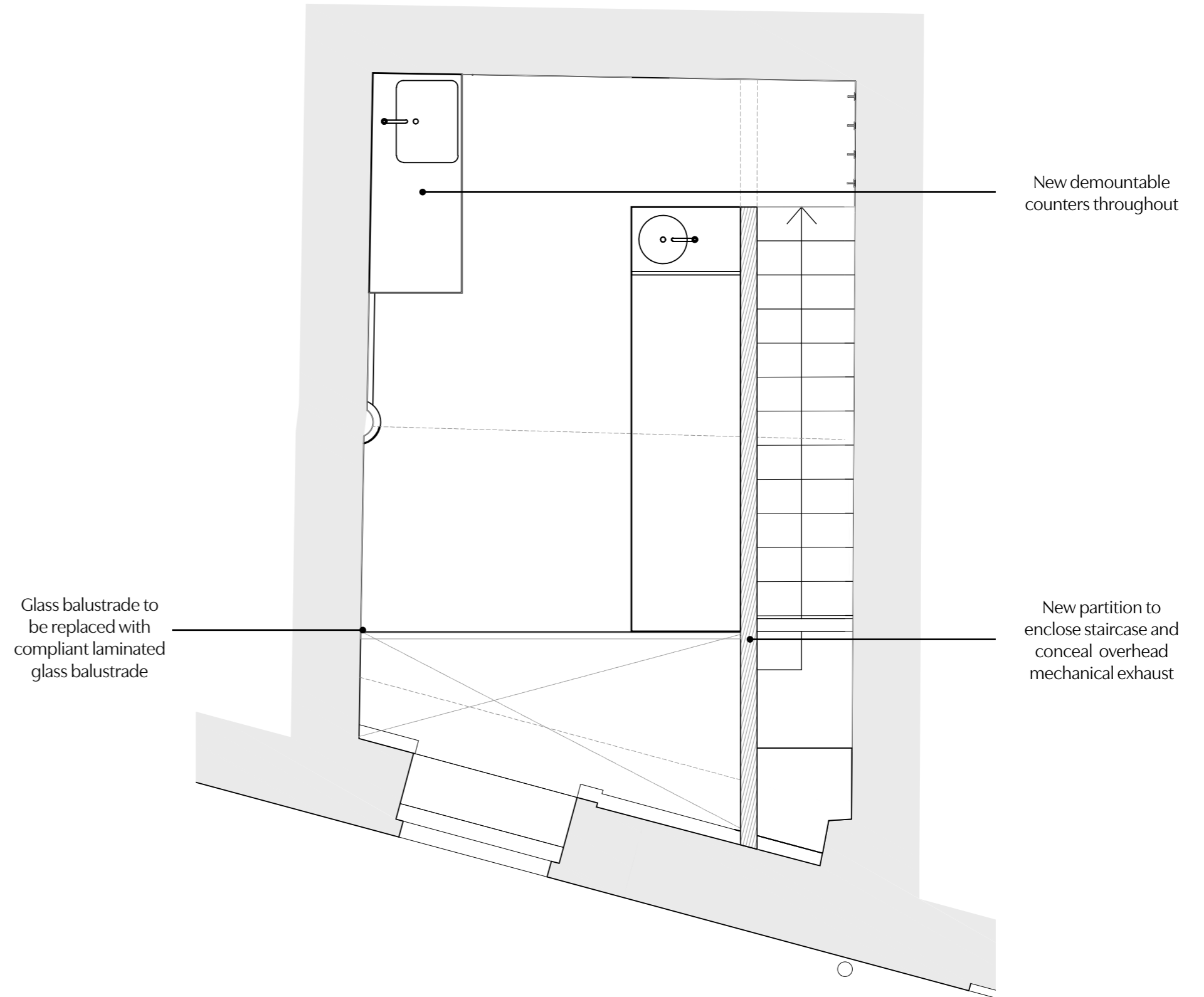
- All new services to utilise existing penetrations into the fabric
- All joinery items to be demountable and fixed in a considered manner not to damage the original fabric.
- All fixings to be carried out in a considered manner not to damage the original fabric. To be reversible and non-intrusive.
- Existing walls to be made good and finished with plasterboard dot and dabbed to the existing surface



# FIRST FLOOR PLAN

## NOTES

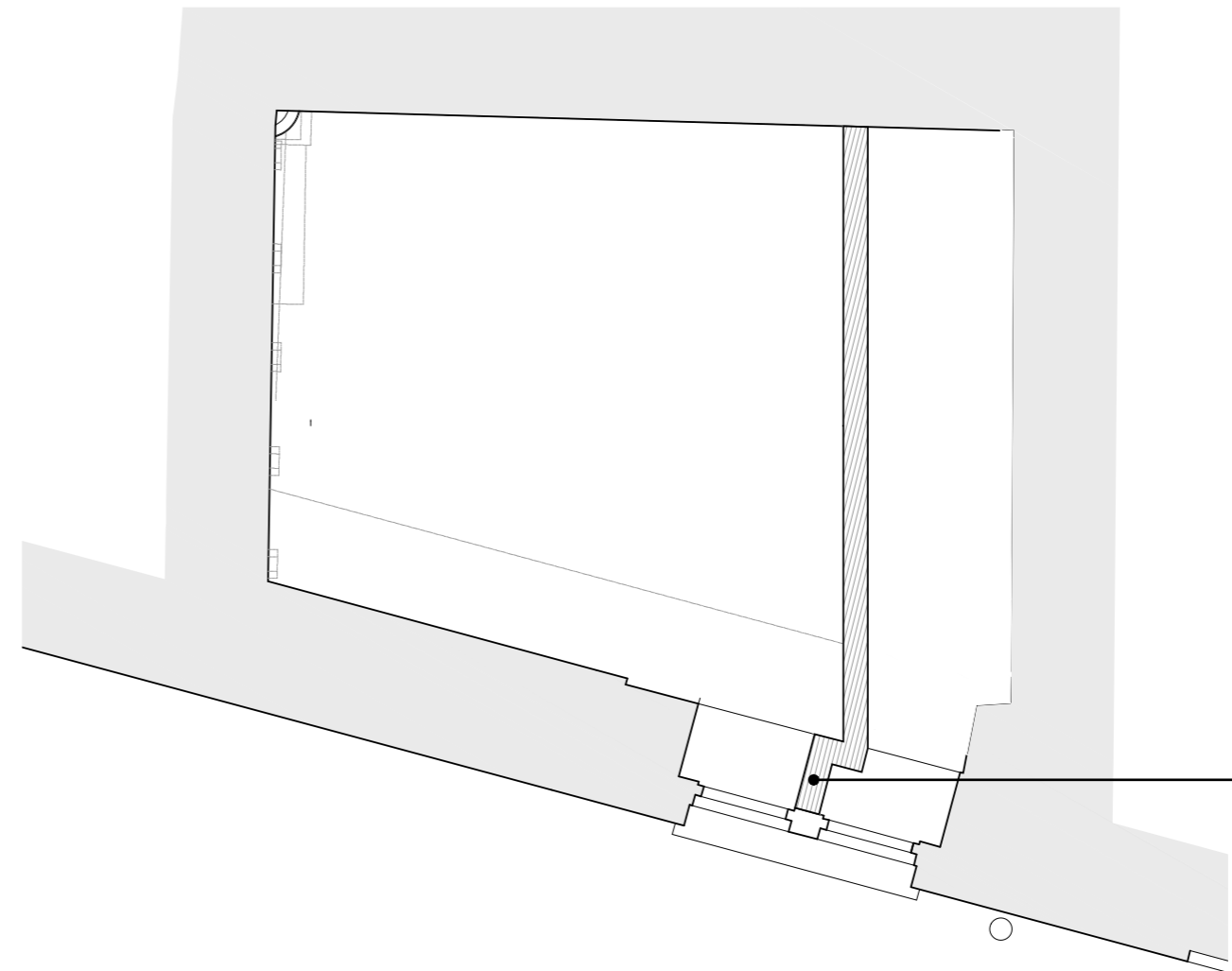
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# CEILING VOID PLAN

## NOTES

- All new services to utilise existing penetrations into the fabric
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- All fixings to be carried out in a considered manner not to damage the original fabric. To be reversible and non-intrusive.
- Existing walls to be made good and finished with plasterboard dot and dabbed to the existing surface



New demountable  
partition to fix to  
mullion in existing  
glazing at high  
level

GROUND FLOOR



MEZZANINE



MATERIAL PALETTE

YELLOW, BERRY AND PINK  
TONES IN PAINTED MURAL.

GOLDEN TONES  
THROUGHOUT KITCHEN

BERRY TONES  
THROUGHOUT FOH SPACE

YELLOW STAIR LEADING  
EYES UP TO MURAL

INDICATIVE GRAPHIC  
DESIGN SHOWN. FINAL  
MURAL DESIGN TO BE  
DEVELOPED BY SODA



01	INTRODUCTION
02	EXISTING SITE
03	INTERNAL ALTERATIONS
04	<b>NEW SERVICES</b>
05	EXTERNAL ALTERATIONS

The client has provided a short statement detailing the cooking process involved in making the crumbles. As the space currently has no mechanical extract, this will need to be added to the space to accommodate for the cooking and baking which will take place.

## *Fruit fillings*

*To prepare our fruit fillings we get our fruit (which has been washed and cut by London Prepared Produce). We then stew these fruits in water for around 15 minutes. We then drain the water and transfer the hot fruits into a soup kettle, which hot holds the fruit fillings.*

## *Crumble topping*

*We mix together our dry ingredients and butter. We then transfer this to our baking trays and bake the crumble topping in the oven for 15 minutes. We then transfer the hot crumble into metal gastronorms.*

## *Custard*

*We heat our cream for around 5-6 minutes. In the meantime, we create our egg yolk, sugar and vanilla bean mix. Once the cream is to temperature, we mix in the egg mix until the custard has thickened. We then transfer this custard into a sauce dispenser, which keep the custard hot.*

## *Whipping cream*

*We add the cream to a kitchenaid stand mixer and whisk the cream until it has become whipped cream.*

## *Marshmallow*

*We boil sugar and water together until it is above boiling temperature. Meanwhile, egg white and cream of tatar are being whisked in the kitchen aid mixer. Once the water/sugar is at the right temperature, we pour this into the mixing egg whites.*

# NEW SERVICES

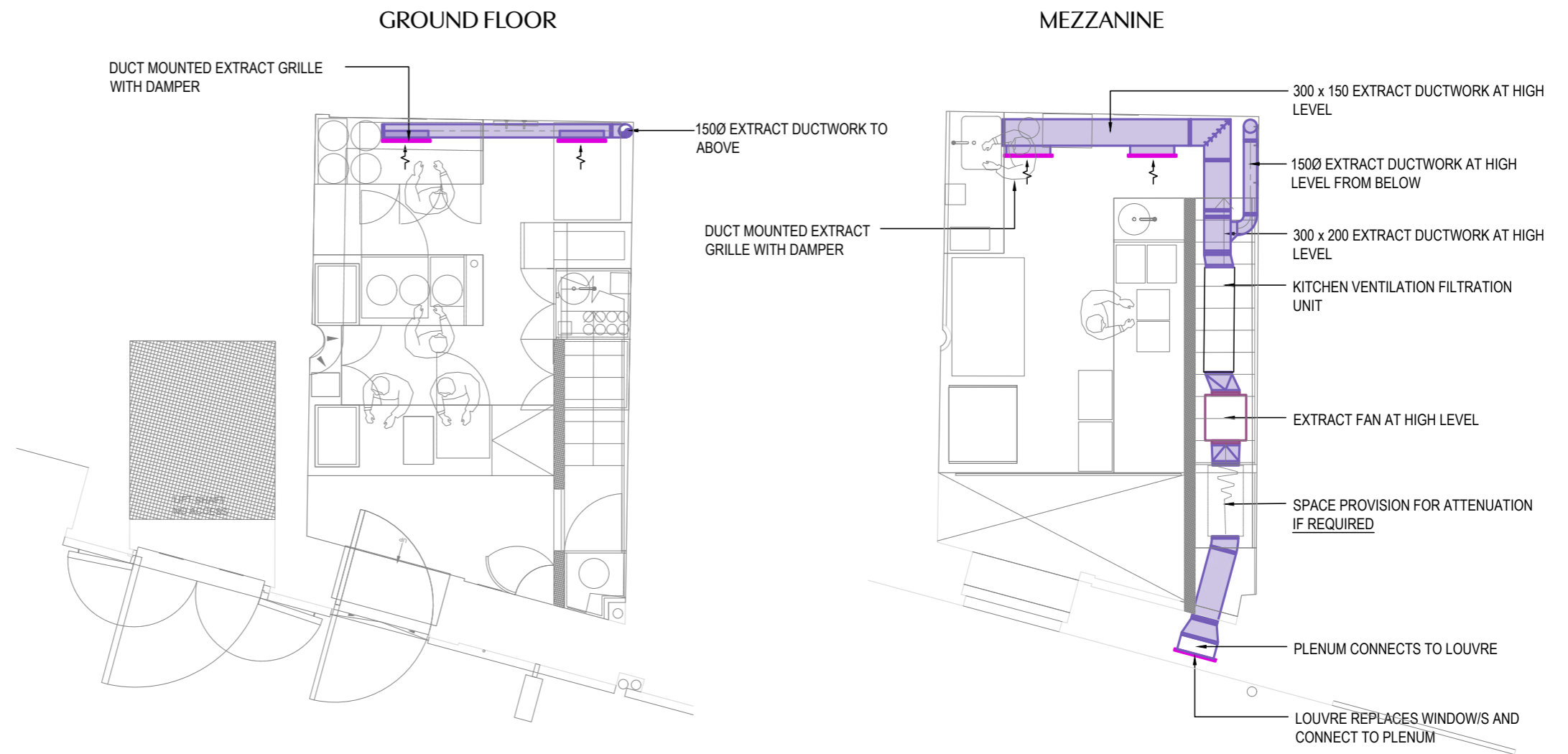
Humble Crumble's operation requires the use of cooking appliances for boiling fruit and baking the crumble. The existing unit only has provision for electrical services, and to suit the proposed layouts the following updates are proposed, but not limited to:

- new electrical cabling routes for appliances, lighting and life safety systems
- new water supply and drainage routes within the unit to utilise existing drainage points
- new mechanical extract is required to comply with Building Regulations. This is limited given that there will be no frying and reduced odours from the shop.
- All new services will utilise existing penetrations in the existing fabric

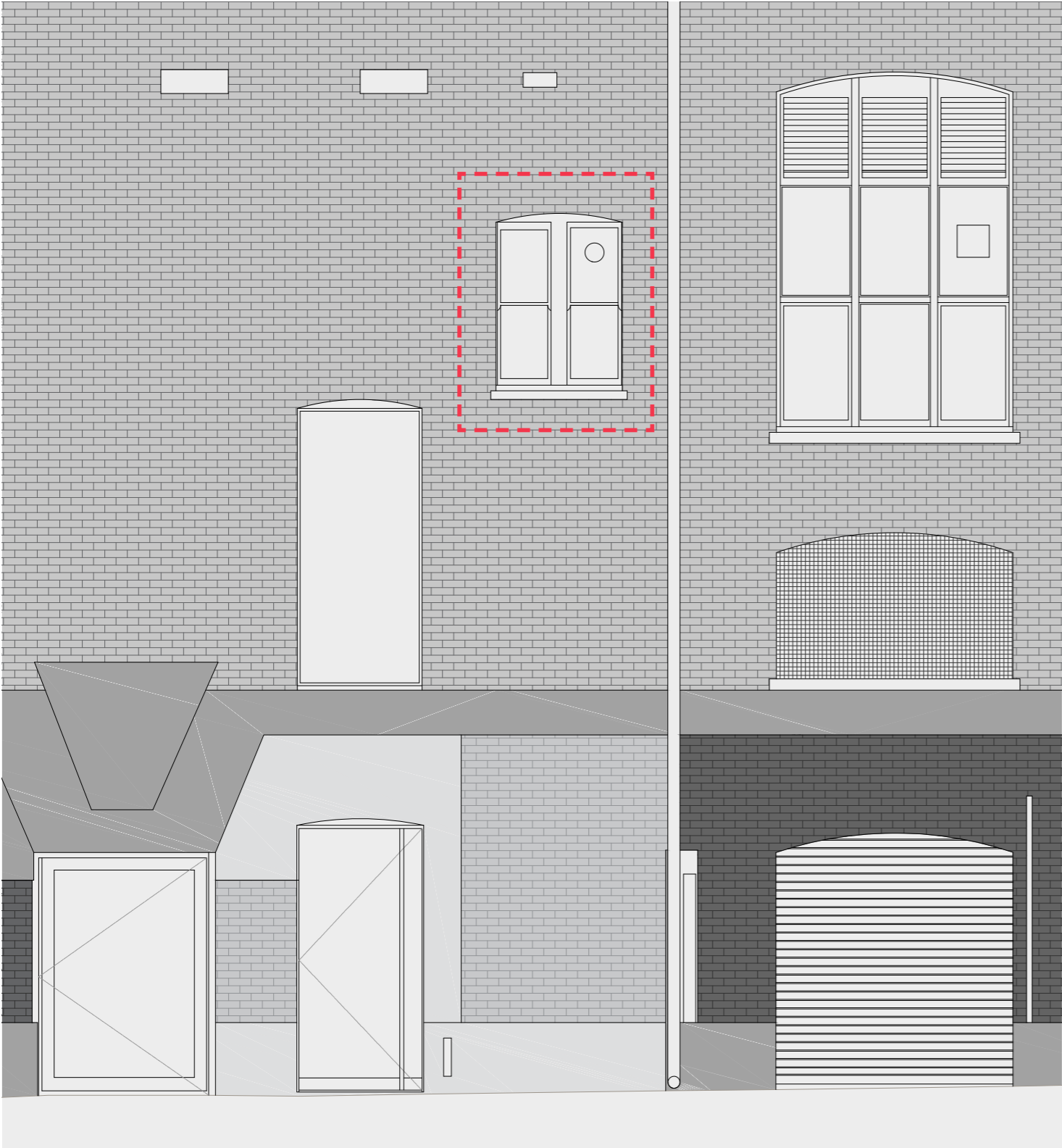
## MEP Consultant Statement:

*The kitchen will be provided with an extract system removing air from both levels and be provided with a carbon filter and discharged through a louvre at high level on the front elevation of the building.*

The existing louvre at the top window will be replaced with a new louvre to accommodate through which the extract will be removed to the exterior at high level. As advised by services engineer - minimal odour filtration will be required as only bakery smells will be produced (as opposed to fried foods with strong odours)



EXISTING GRILLE



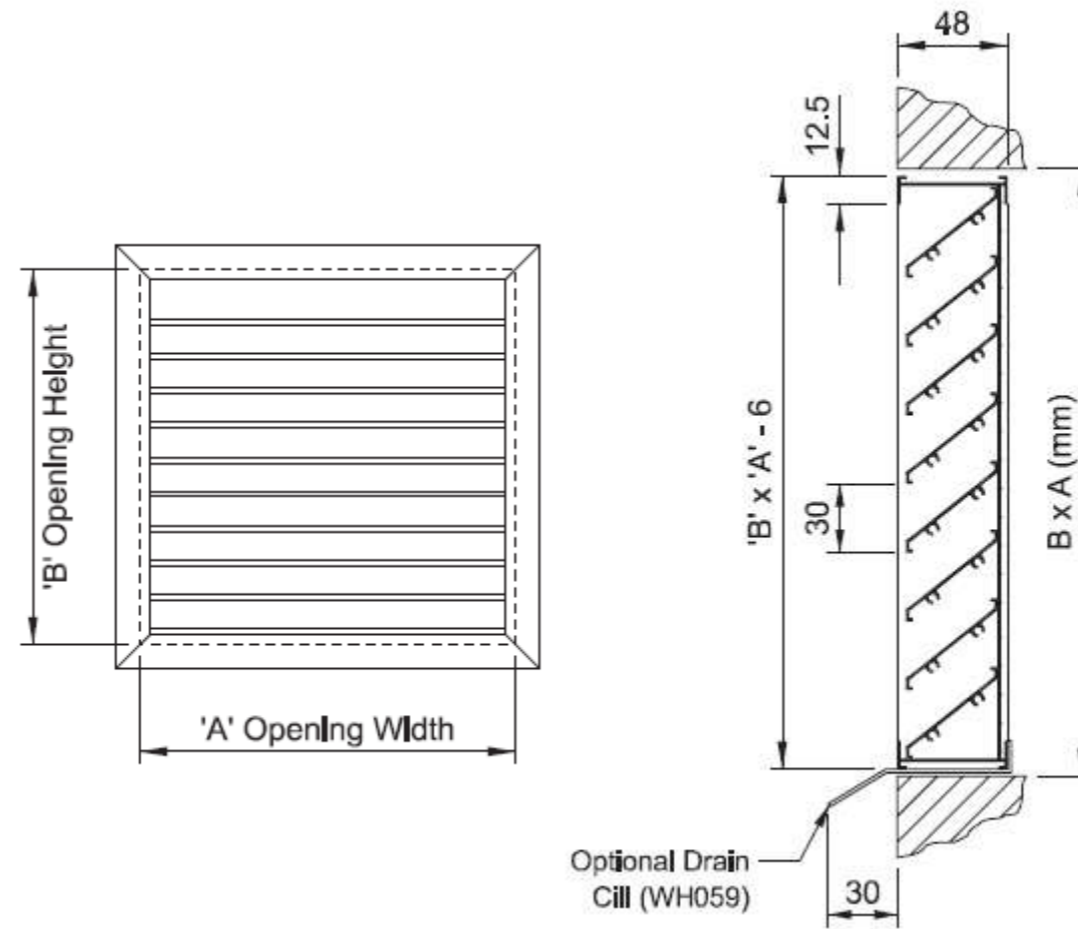
PROPOSED LOUVRE



# NEW SERVICES

## NOTES

- GDL 30mm WH050 weather louvre to be utilised
- New louvre to replace existing top window pane and will be sized to fit into the existing opening.
- Louvre to be painted white to match the existing window frame.
- Fixing to be carried out in a considered manner not to damage the original fabric. To be reversible and non-intrusive.



01	INTRODUCTION
02	EXISTING SITE
03	INTERNAL ALTERATIONS
04	NEW SERVICES
05	EXTERNAL ALTERATIONS

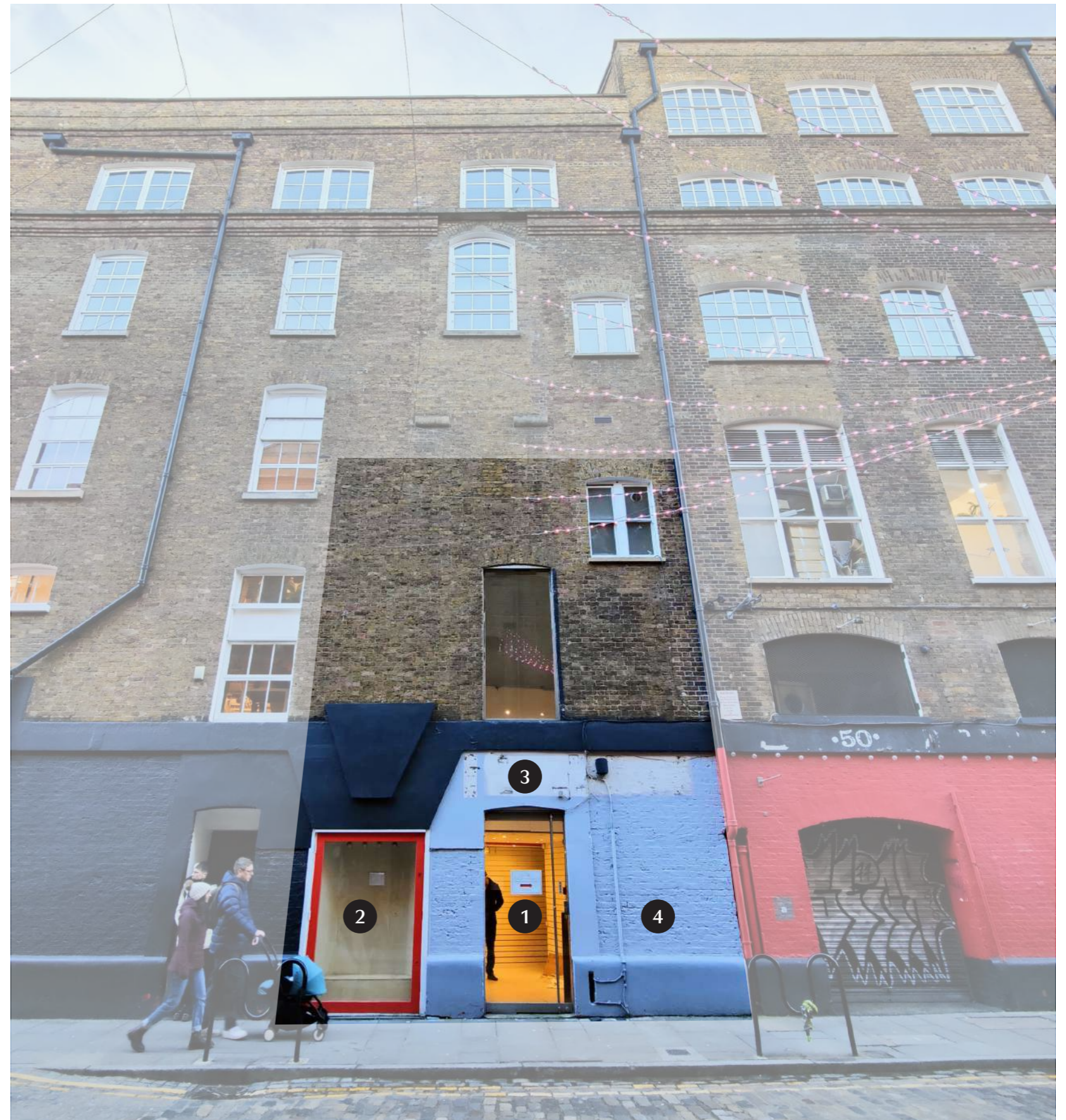
# EXISTING FACADE

## CURRENT LIMITATIONS AND PROPOSED ALTERATIONS

We propose to undertake several changes to the existing elevation, to improve the current tired facade.

These changes include:

- 1 Replacing the existing entrance door:  
This door style is unsympathetic to the existing facade - we propose to replace this with a glazed timber door, more in keeping with the current streetscape and surrounding area.
- 2 Replacing the current display window hatch due to its limited usability and unsympathetic design:  
We propose replacing this with an iPad ordering area with timber double doors to match the entrance materiality. The new hatch doors will be pinned back during Humble Crumble's opening hours and locked shut when the store is closed.
- 3 New signage to be added:  
This will include a wall mounted sign above the entrance door and well as a projecting external sign, both minimal in design and colour.
- 4 Existing brick work to be repainted:  
The current colour of the brickwork is tired and poorly painted. This is to be repainted in warm neutral tones which both compliment the existing brickwork and reference the tones present in the proposed internal space.



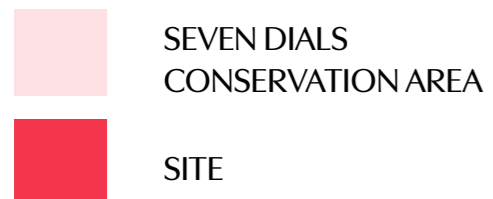
# FACADE ALTERATIONS

## SHOPFRONTS IN SURROUNDING AREA



The current shop fronts in the Seven Dials area were assessed and analysed, in order to ensure Humble Crumbles' shop front aligns with the existing streetscape. The prominent features we observed included:

- painted timber
- glazing which follows more traditional proportions
- hatch doors, many of which were fixed back





Simplistic projecting signage

Painted timber shopfront door



Timber framed arch detail on front door



Warm, neutral tones, rounded edges

# FACADE ALTERATIONS

## PROPOSED DESIGN

### NOTES

- New timber glazed door akin to other timber doors in the Seven Dials area. Design responds to existing geometries within the facade
- New painted timber double hatch doors and iPad ordering point behind.
- Brick to be repainted with warm, neutral tones
- Simple external projecting signage in keeping with existing examples on the street - non illuminated. The sign is to be a black metal frame with an acrylic insert and lettering, fixed back to the existing wall.
- Powder coated metal wall mounted sign to be fixed back to existing wall.



# FACADE ALTERATIONS

PROPOSED DESIGN

HATCH DOORS OPEN



IPAD ORDER POINT

TIMBER DOORS WITH ARCH DETAIL  
Arch detail responds to window arches and openings present in existing facade

EXISTING PAINTED BRICKWORK TO BE REDECORATED

NEW LOUVRES  
To sit within existing window pane

HATCH DOORS CLOSED



TIMBER DOUBLE DOORS  
Akin to that of hatch doors in surrounding area, painted with warm neutral tones

HUMBLE CRUMBLE SIGN  
Wall mounted signage with Humble Crumble font utilised. Indicative colour shown.

PROJECTING SIGN

