



ZACKS EYE CLINIC
15 WARREN MEWS W1T 6AZ
PLANNING APPLICATION_FRONT FACADE
1711.2023_rev00

TOTEMSTUDIO + LONDON

Introduction

Site

15 Warren Mews
London W1T 6AZ

Client

Jonathan Cohen
Zacks Eye Clinic
30 Warren Street
London W1T 5NF

Design Team

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Design and Access Statement

Totemstudio London have been instructed by the owner of Zacks Eye Clinic, Mr Jonathan Cohen to submit a Planning Pre- Application for the alterations to 15 Warren Mews W1 to enable the business to relocated from it's current premises on Warren Street.

This document contains an appraisal of the following:

- The site and its context
- The proposed scheme
- Renderings of the proposed changes to the exterior

Supplementary Documents

A full professional team has been assembled to develop the scheme proposals. The following supporting documentation is also submitted:

- Existing, Proposed and Demolition drawings
- Location plans

Design and Access

15 Warren Mews London W1T 6AJ
Bloomsbury Ward
144m2 Internal floor area

Zacks Eye Clinic, the award winning Independent Optometrists, Contact Lens Specialist and Dispensing Opticians currently located at 30 Warren St W1 it is relocating to 15 Warren Mews W1.

1. ALTERATIONS TO THE FRONT ELEVATION:

Permission is sought to install a new full height glazed opening on the ground floor comprising 4 Crittall type glazed metal windows replacing the 2 existing windows, and to relocate the existing entrance, repositioning the new entrance door to align centrally with the existing full height double doors and Juliet balcony at first floor. A fixed metal awning, 1000mm x 1000mm is proposed as rain screen cover over the new entrance door.

The proportions of the proposed new glazed opening would be in keeping with the scale, proportions and architectural style of the other properties in the mews. The mews has a variety of different windows and doors including bi-fold doors on several properties of different size and colour therefore the proposed replacement would not be out of keeping. The general design and changes are in keeping with the objectives set on in Camden Planning Guidance CPG1, and as such it is reasoned that the proposals would preserve the character and appearance of the property and would enhance the conservation area.

The proposal relates to minor alterations to the front elevation and would not result in any increase to the unit's floor-space or visual bulk. No adverse impacts upon the amenities of neighbouring occupiers in terms of noise, outlook, privacy and sunlight/daylight are anticipated.

POLICY REFERENCES:

Camden Planning Guidance
Bloomsbury Conservation Area Appraisal and Management Strategy
Camden Core Strategy 2010 - 2025:
CS5 Managing the impact of growth and development
CS14 Promoting high quality places and conserving our heritage
CS17 Making Camden a safer place

Development Policies

DP24 Securing high quality design
DP25 Conserving Camden's heritage
DP26 Managing the impact of development on occupiers and neighbours

2. SIGNAGE:

New signage is proposed for the front elevation; at first floor level in the form of a pair of glasses fixed perpendicular to the facade, and directly adjacent to the relocated entrance door. Both are fabricated in brass, the glasses at first floor level are not illuminated but are visible from the mews entrance on Warren street specifically to signal the new location of Zacks Eye Clinic. The new brass logo directly adjacent to the front door is discretely illuminated with a new external light fitting.

The signage would not obscure or damage any significant architectural features, nor detract from the character and appearance of the host building and Conservation Areas. The signs would not have any adverse impact on neighbouring amenity nor would they be harmful to pedestrians or vehicular safety. As such, the proposed signage is reasoned to be acceptable.

POLICY REFERENCES:

Camden Local Plan 2017; A1, D1, D2 and D4
Fitzrovia Area Action Plan
London Plan 2016
National Planning Policy Framework 2021

Reorganisation of internal layout for Zacks Eye Clinic:

ACCESS; no change to the internal circulation
REFUSE AND RECYCLING; no change to existing

Ground

Entrance / reception
Client waiting area
Gallery / dispensary
Glazing Manufacture
Consulting room 1 (DDA)
DDA WC

First

Consulting room 2
Consulting room 3
Consulting room 4
Client waiting area
Staff kitchen and rest space
Staff WC

Mezzanine

Storage

Views within the mews



View North towards Warren St, 15 Warren Mews on the left



View North showing properties along the East side



View South at the end of Warren Mews



View South showing properties along the West side

Views from Warren street



View South into Warren Mews from Warren Street, No. 15 on the right hand side

Renderings



Existing



Proposed

Renderings



Existing



Proposed

Renderings



Existing



Proposed

ZACK EYES 15 WARREN MEWS