



ZACKS EYE CLINIC
15 WARREN MEWS W1T 6AZ
PLANNING APPLICATION_SIGNAGE
25.01.2024_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
Totem+Studio London
2 Alexander street
W2 5NT London
+44 (0) 207 243 0692
ian@totemstudio.co.uk

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 propsed 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

Context

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. 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



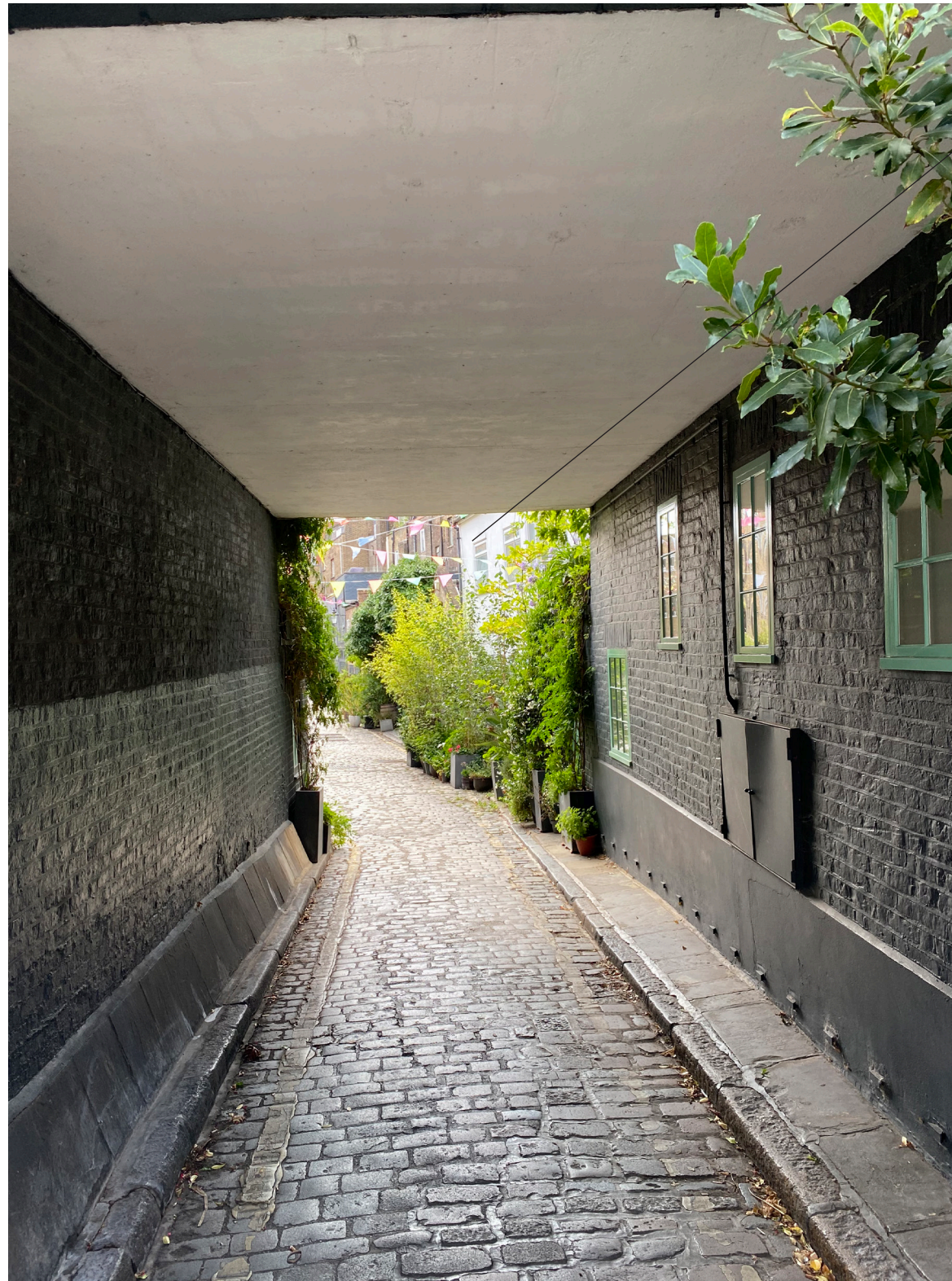
View South at the end of Warren Mews



View South showing properties along the West side

Existing light fittings mounted off the façades of adjoining buildings

Views from Warren street



Sign visible from the corner of Warren St and Warren Mews

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

ZACK EYES 15 WARREN MEWS

Renderings



Existing



Proposed

Renderings



Existing



Proposed



Proposed

ZACK EYES 15 WARREN MEWS