

# BAYT SAJJ HOLBORN

February 2024 - Reference: PP-12819959

## Design and Access Statement

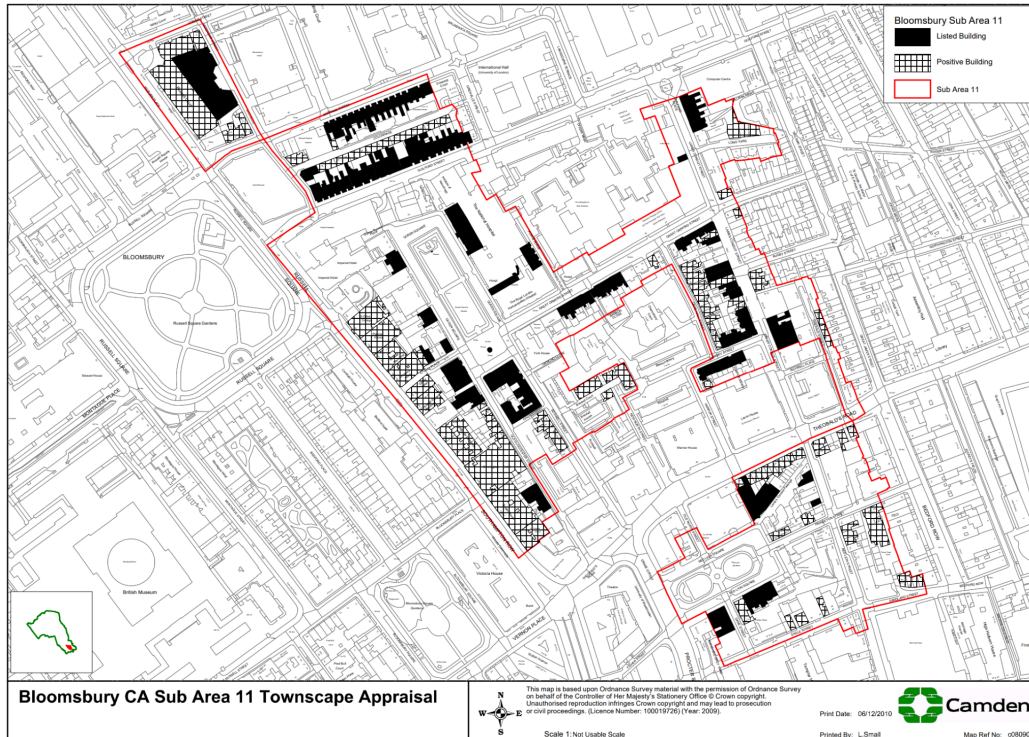
Proposed changes to shopfront at 114-117 SOUTHAMPTON ROW,  
LONDON WC1B 5AA

## Introduction

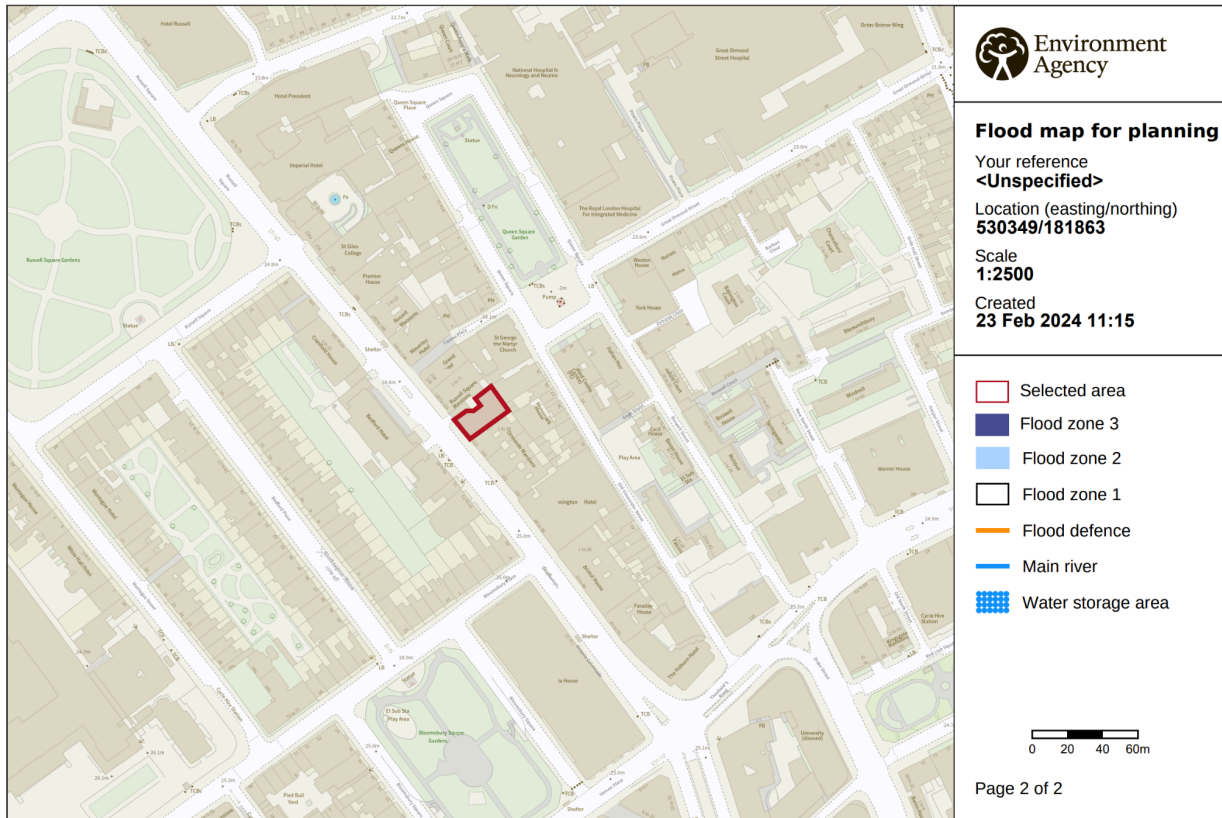
This statement has been prepared to accompany documents and drawings submitted for proposed alterations to the existing shopfront at 114-117 Southampton Row, London WC1B 5AA.

## The Existing Property

The property is currently vacant. The address is within the Bloomsbury Conservation Area, Sub Area 11. Refer to appendix 1. It is not indicated as a 'Positive Building' on the Conservation Area Map.



## Updated Site Location



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## The Proposal

Bayt Sajj, a grab & go eatery in the heart of Holborn, brings a taste of Lebanon's favourite street food, Sajj, to the lively streets of London. Our goal? To satisfy your cravings with authentic, and delicious Sajj, Lebanon's favourite sweet and savoury wraps perfect for on-the-go enjoyment.

### Target Audience:

Our grab and go unit is strategically located on a vibrant street at the heart of London, in Holborn, where foot traffic is consistently high, rendering it an ideal position to engage with our diverse customer base. Our primary target audience primarily comprises students from nearby universities and corporate professionals from the adjacent offices. Our secondary audience encompasses local residents and tourists exploring the area.

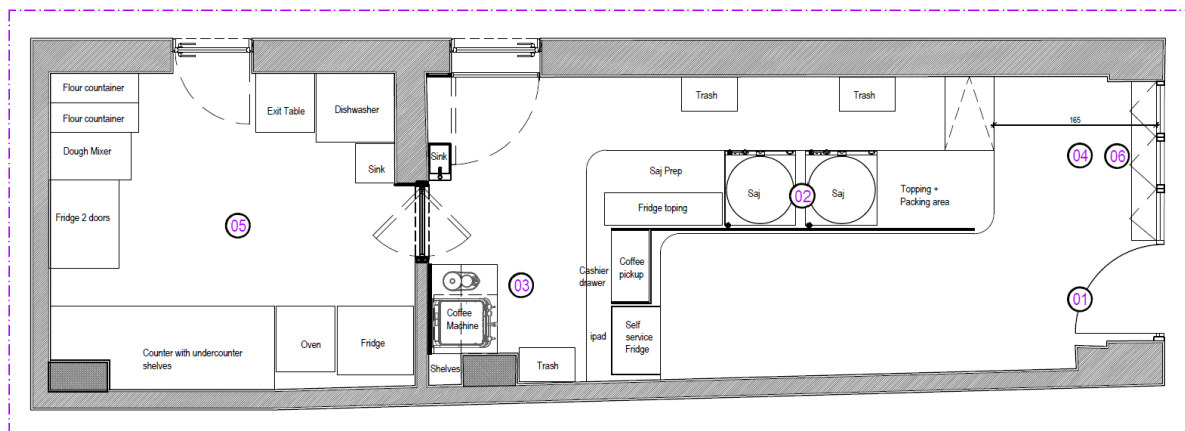
## Unique Selling Proposition (USP):

At Bayt Sajj, we pay tribute to timeless Lebanese classics by infusing them with a modern twist. Sajj is a popular breakfast that is eaten on the go, crispy on the outside, soft on the inside, and topped with the most aromatic of spice blends – za'atar or any topping of your choice: cheese, or even chocolate to satisfy your sweet tooth. Our food is flavour forward, packed with colour and nutrients, and suitable for any diet.

## Proposed Plans

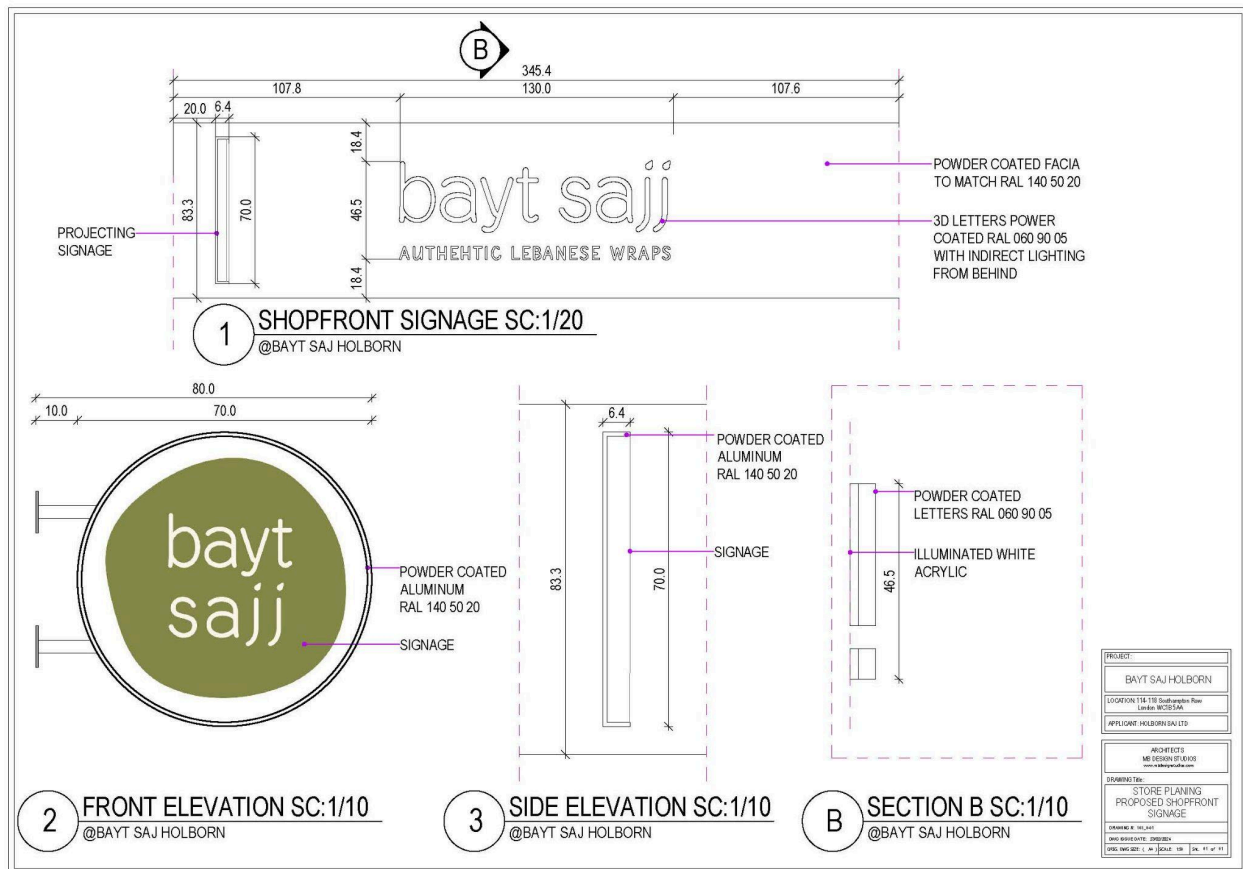
The proposed unit will comprise a food preparation area and a take away section. There is no available seating on the premises and the intention is for customers to come in, order and collect their food.

Below is the proposed plan showing the kitchen area along with the counter space.



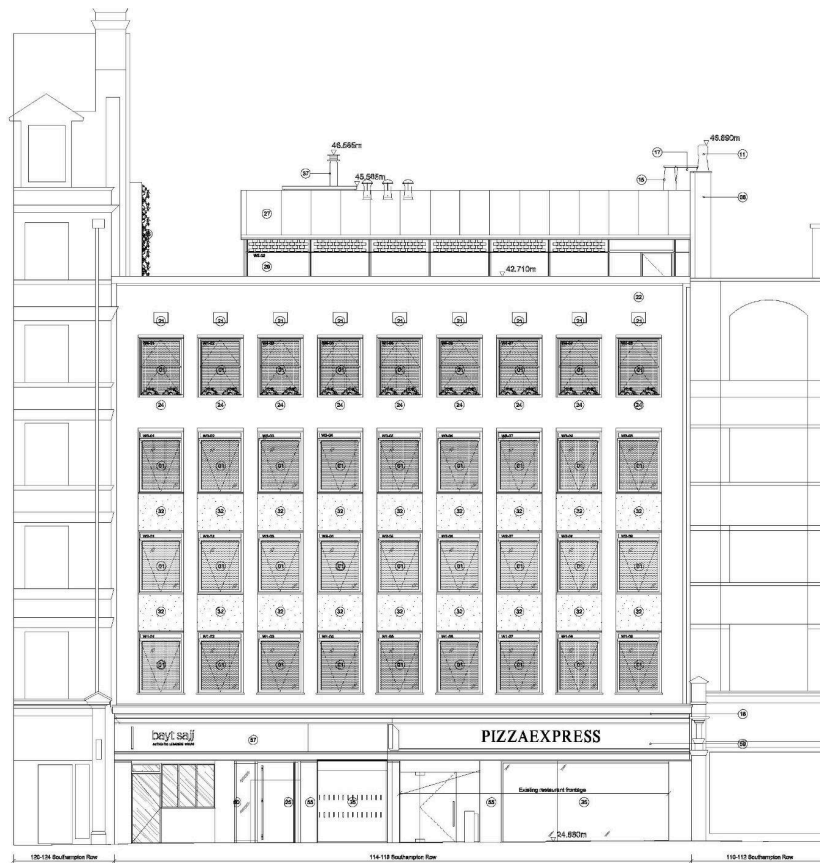
#	DESCRIPTION	REFER TO SHEET
01	MAIN ENTRANCE	211_0-01
02	BAR	201_0-01
03	BACK OF BAR	201_0-01
04	COUNTER	202_0-01
05	KITCHEN	
06	FACADE	211_0-01

## Proposed Shop front and Signage



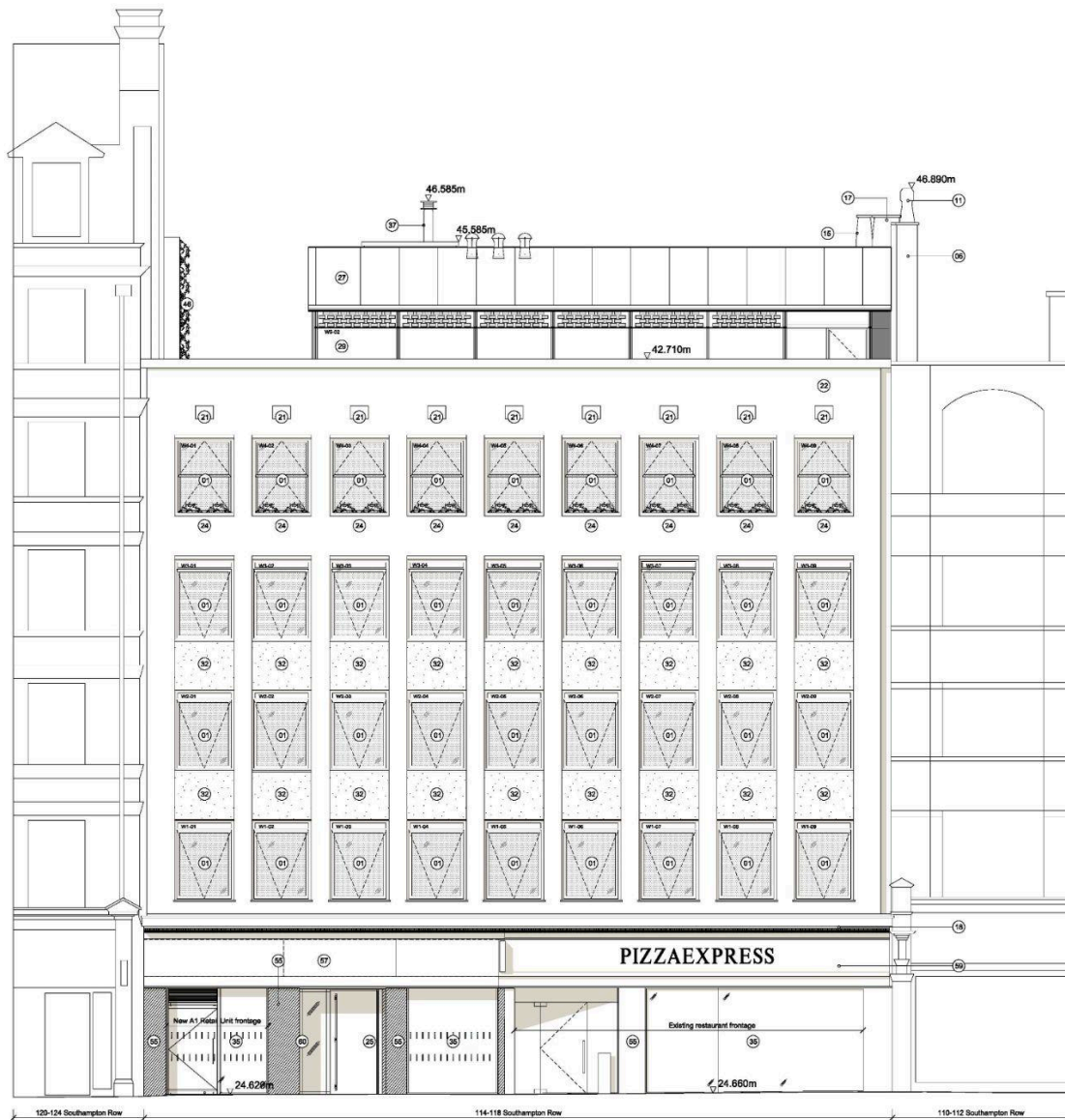
The proposed shopfront includes the installation of:

- Illuminated signage
- Powder coated fascia to match RAL 1405020
- Bi folding clear glass powder coated frame RAL 1405020
- Powder coated panel



This proposed elevation presents the way in which the new proposed shop front would fit within the existing building elevation.

Below is the existing elevation



## Change of use

The unit was approved as an A1/A2 under planning ref: 2017/0812/P and amended under ref: 2018/2267/P which included the Pizza Express adjacent. The proposed change of use to Sui Generis.

## Access

Within the proposals the existing access to the property remains unchanged. The proposed space will be fully accessible.

## Associated drawings

See drawing list attached in appendix