

DESIGN & ACCESS STATEMENT

MoreySmith



Introduction

Overview

This Design and Access Statement has been prepared by MoreySmith to accompany a full planning application submitted for the site known as Maple House, 149 Tottenham Court Road, London, W1T 7NF, within Camden Borough Council. The building developed is used as offices and is owned by Lazari Investments.

The vision for this application is to provide an uplift to the existing office entrance on the corner of Tottenham Court Road and Beaumont Place.

The proposals set out within this Design and Access Statement include the following:

- Replacement of existing external soffit finish and lighting by ground floor office entrance on Tottenham Court Road
- Replacement of existing 'Maple House' signage adjacent to office entrance



Existing view towards Tottenham Court Road entrance

Existing Maple House

Maple House is situated at the northern end of Tottenham Court Road, directly across from Warren Street underground station. Originally completed in 1976, it was designed by Richard Seifert and Partners. The building encompasses retail, residential, and commercial office spaces.

Recently, Maple House has received several planning consents for improvements. These enhancements involve the main office entrance on Tottenham Court Road, the car park entrance on Beaumont Place, and the central courtyard at podium level (first floor). The details of these improvements are as follows:

- **Ref: 2021/4823/P** (Approved). – Alterations office reception on Tottenham Court Road
- **Ref: 2021/6225/P** (Approved). – Replacement of glazing to lift lobby, external courtyard landscaping with two pavilions, and PV panels on roof
- **Ref: 2022/1362/P** (Approved). – alterations to rear vehicular entrance comprising a separate pedestrian and cycle entrance from Beaumont Place
- **Ref: 2023/5313/P** (Approved) - Enhancements to Beaumont Place ground floor elevation, basement car park entrance, and the conversion of flat roof areas at Levels 1 and 3 to landscaped terraces.
- **Ref: 2023/1931/A** (Approved) - Display of non-illuminated building name (Maple) fascia signs at North, West and East Elevations, also with building number to glazing on front (West elevation) and non-illuminated building name (Maple) in-floor at corner of Tottenham Court Road and Beaumont Place



Aerial View Of Maple House

Existing Office Entrance

The corner office reception has a full height glazed facade. An existing cantilevered canopy extends the full length of the Tottenham Court Road elevation. Outside of the office entrance, the soffit to the canopy is a white metal mesh with fluorescent tube lighting within the ceiling void.

The current soffit fails to define the entrance adequately and the lighting within the ceiling void is lost behind the mesh ceiling.

The existing 'Maple House' metal signage above the entrance lacks contrast with the granite cladding and will be replaced as part of this application.




Existing metal mesh soffit with lighting within ceiling void above

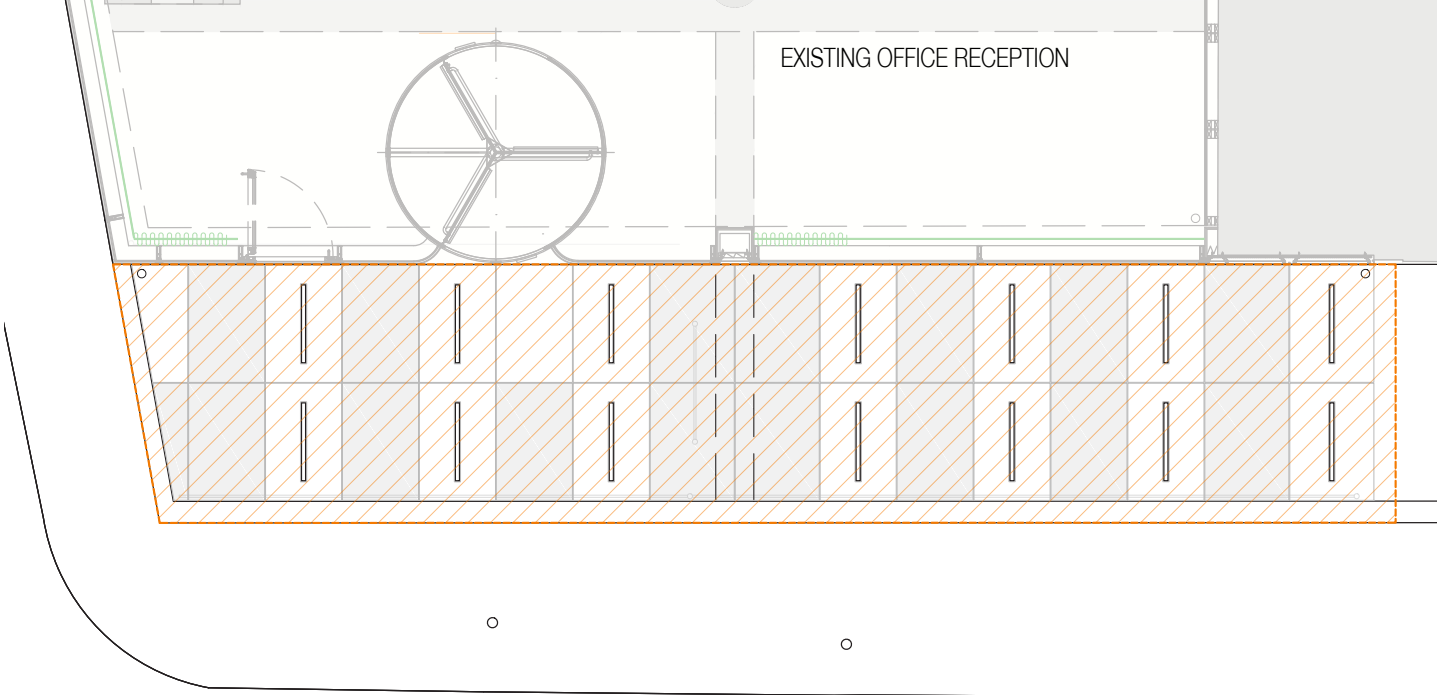


Existing signage above office entrance

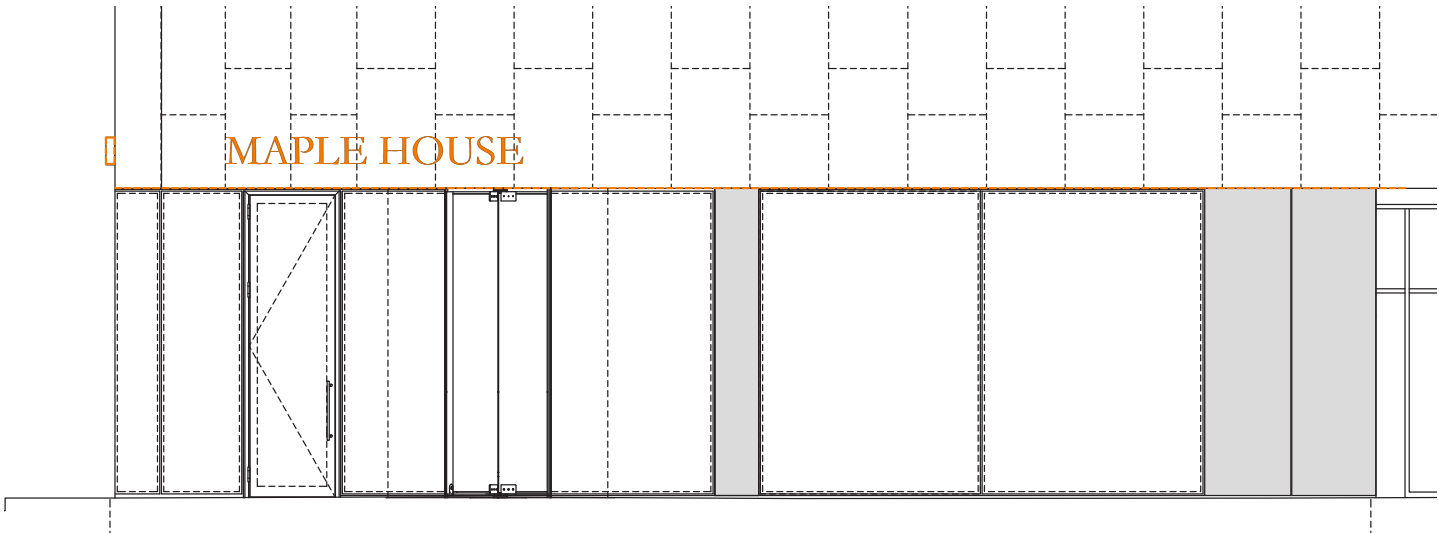
Existing
Building fabric to be altered

— The existing white metal meshing soffit, fluorescent tube lighting and perimeter of granite stone soffit will be carefully removed to allow for the new soffit to be installed at the same level.

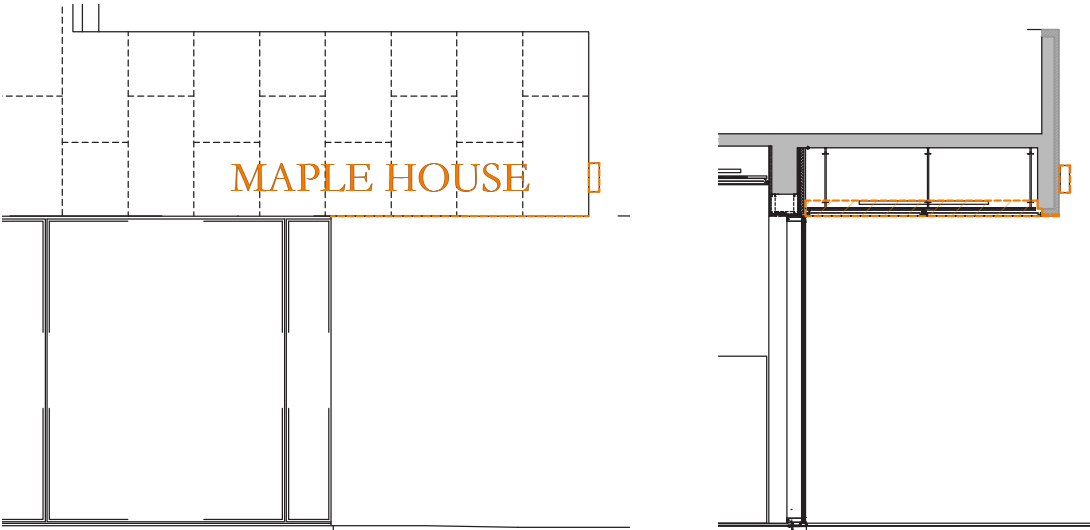
 Area to be demolished



Existing ground floor reflected ceiling plan



Existing Tottenham Court Road elevation



Existing Beaumont Place elevation

Existing canopy section



Photo of existing soffit

Proposal Summary

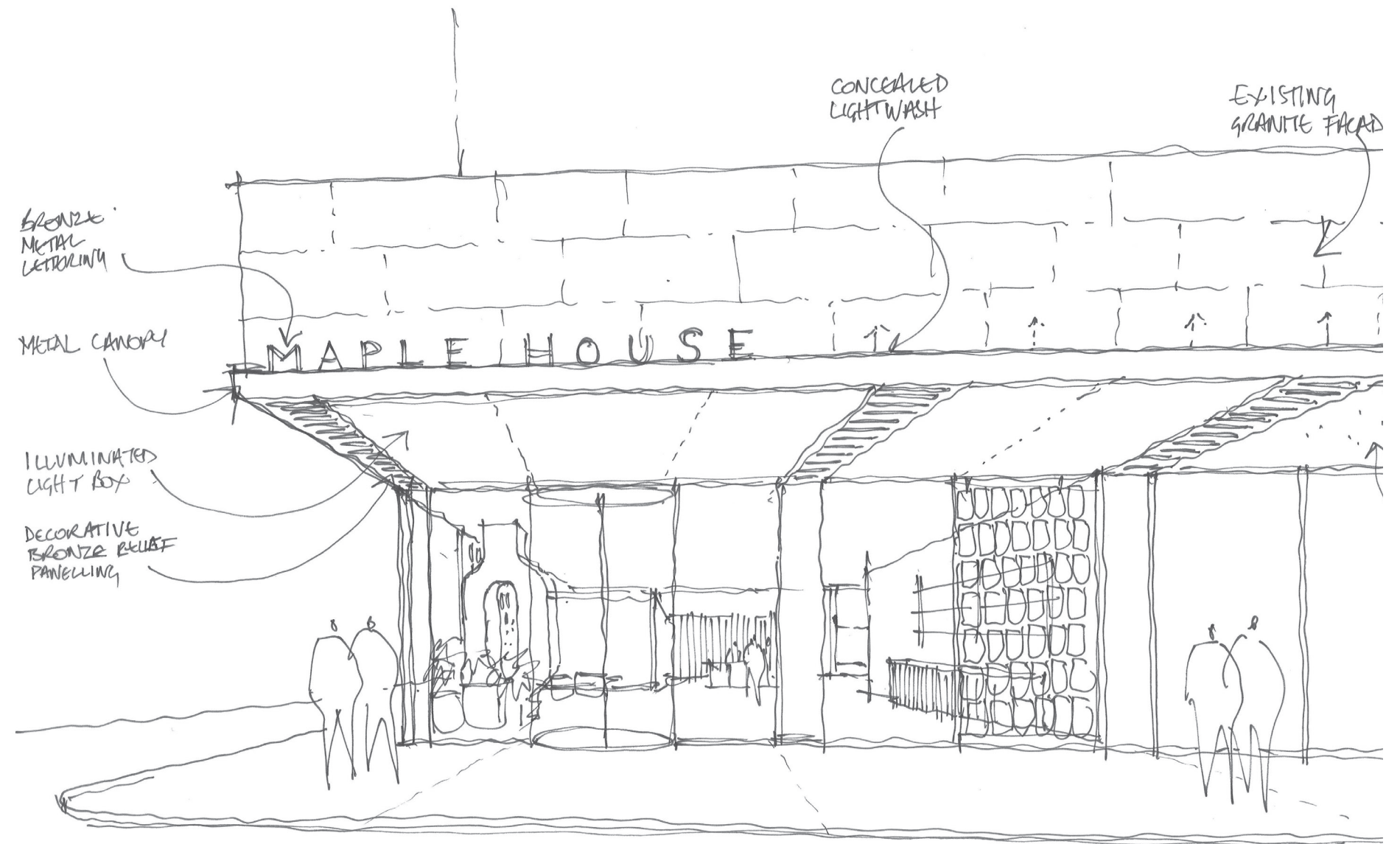
The proposals aim to better define the corner office entrance with new signage and lighting box to the soffit.

The new signage will provide a contrast to the stone cladding whilst sitting harmoniously with the existing materiality of the building.

A 'light box' is proposed to the soffit above the office entrance. This will help define the reception and provide an even distribution of light across the entrance area.

The soffit of the canopy will have lightbox panels in front of the glazing and solid metal patterned panels in front of the solid elements of the facade. The perforation pattern takes reference from the existing feature column at the corner of the reception area.

Proposals will have no impact on the existing access strategy for the building.



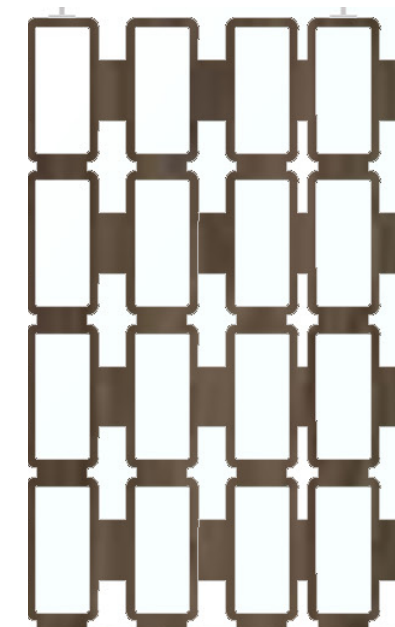
Sketch of new soffit and signage



Metal signage, dark grey



Lightbox at Pall Mall, Morey Smith



Metal mesh pattern to soffit

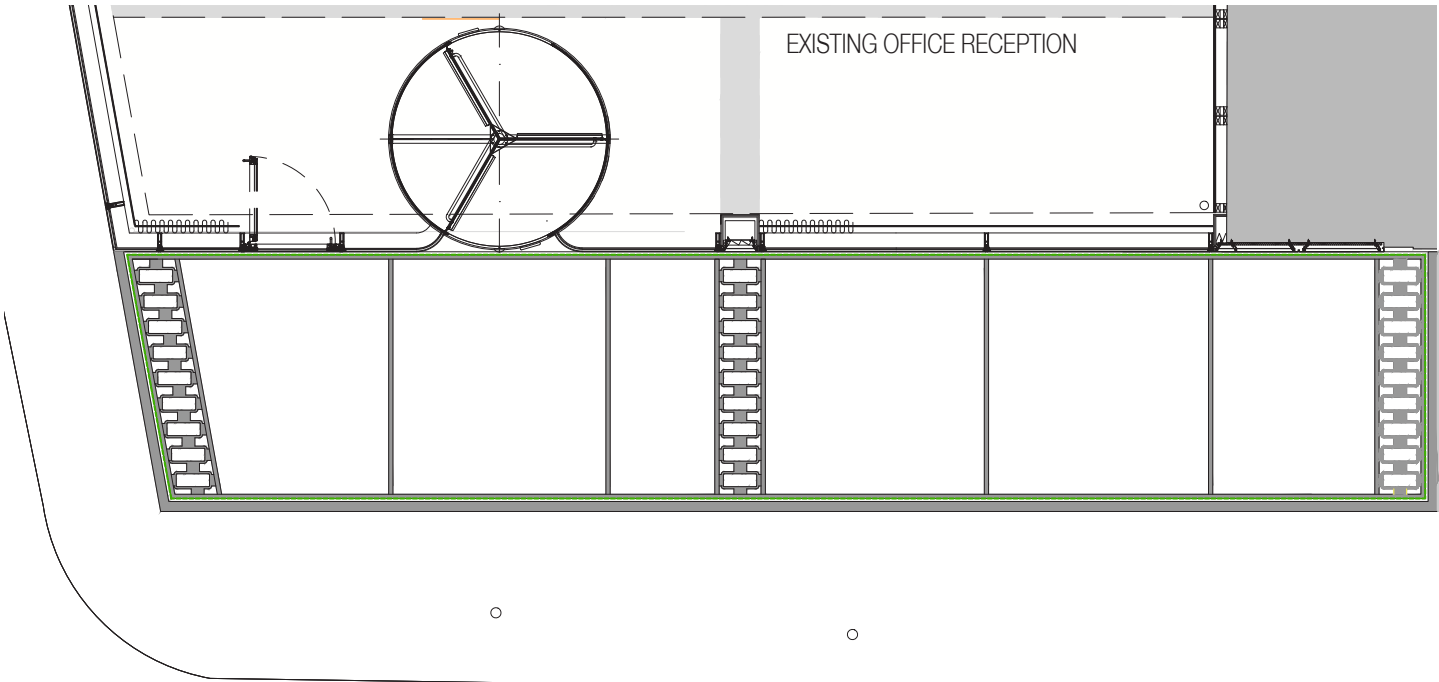


Existing feature column

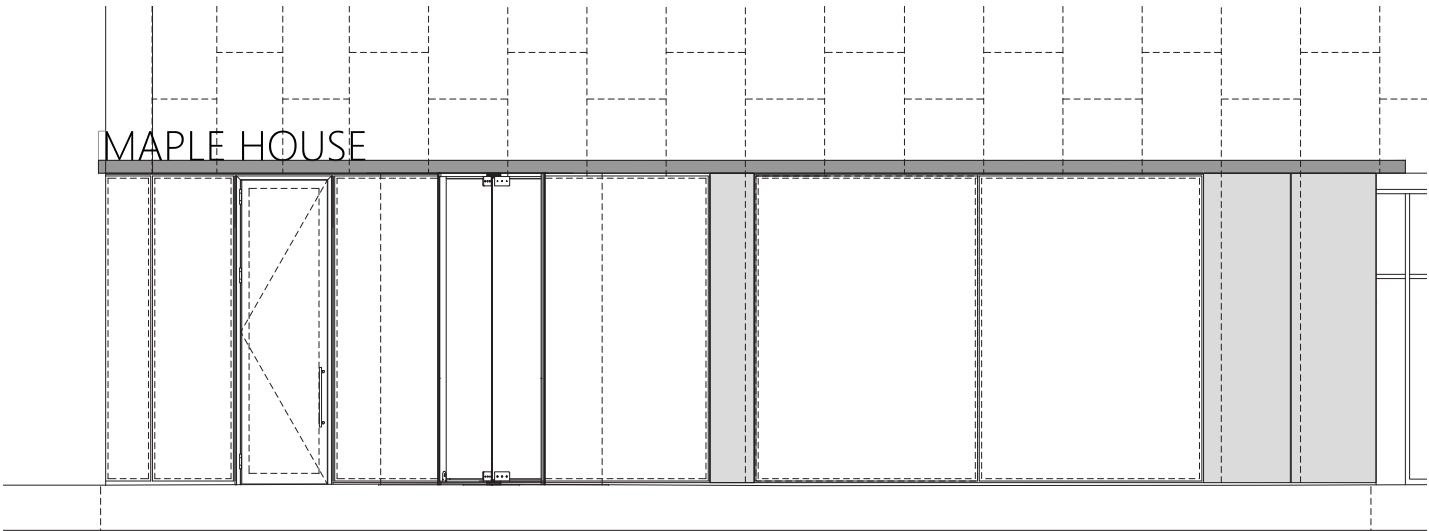
Proposed Drawings

- The proposed soffit will be installed at the same height as the existing in order to retain the same relationship with the adjacent full height glazing and tie in with the level of the adjacent soffit.
- A lightbox will be installed to the underside of the canopy above the office entrance. Sections of solid metal patterned panels are proposed in front of the column and to the sides of the canopy. The motif for the pattern takes is reference from the existing building.
- The new lightbox will better define the office reception and will provide an even distribution of light across the entrance.
- A dark sheet metal border will project beyond the line of the existing granite cladding. The metal signage will be mounted to the top of the metal perimeter and a concealed LED strip installed to illuminate the signage.

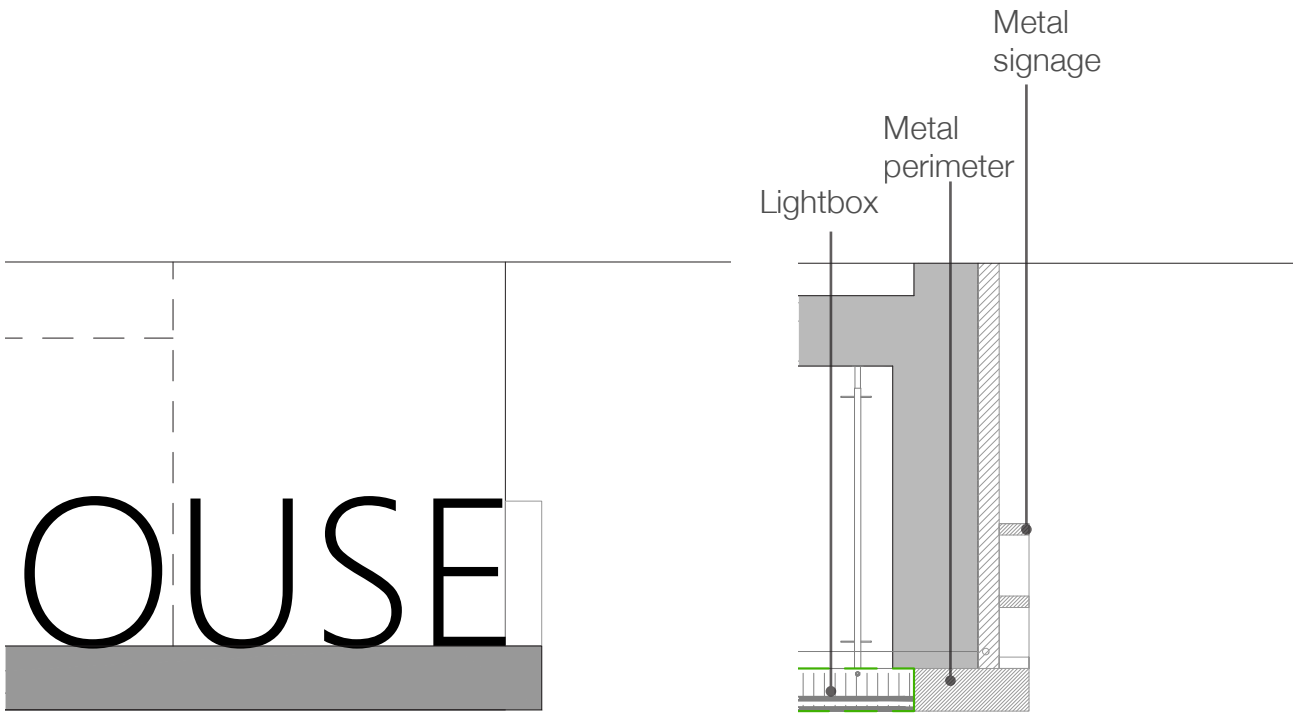
 Soffit light box



Proposed ground floor reflected ceiling plan

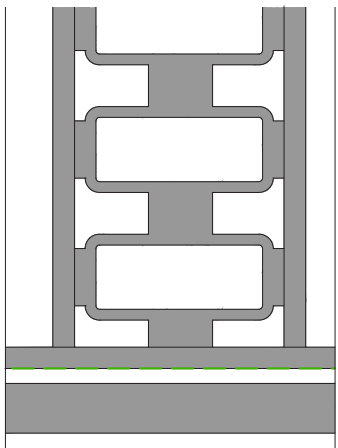


Proposed Tottenham Court Road elevation

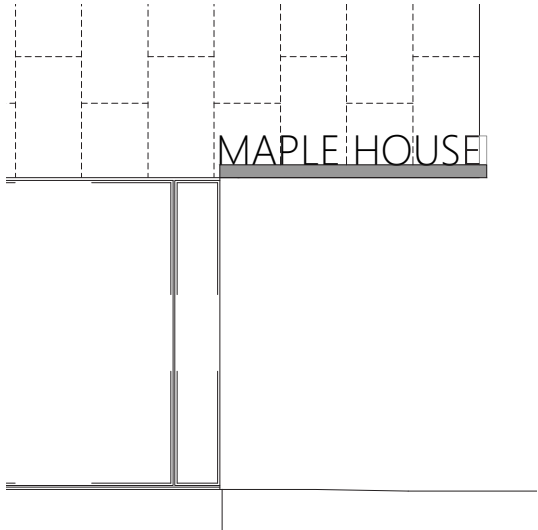


Proposed Metal signage, 'Gothic Light' font

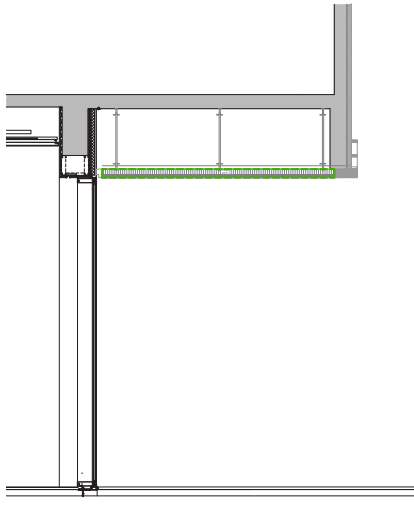
Detail through canopy edge



Perforation pattern



Proposed Beaumont Place elevation



Proposed canopy section

OUR CLIENTS

- ALMACANTAR
- ARGENT
- ASHBYCAPITAL
- APAX
- ASOS
- ASTRAZENECA
- BLACKSTONE
- BRIDGEPOINT
- BRITISH LAND
- BRITISH SUGAR
- CASTLEFORGE
- CAPVEST
- CBRE
- CLOCKWISE
- COCA-COLA
- DERWENT LONDON
- DESKOPOLITAN
- DUNHILL
- FRANK CAPITAL
- GIC
- GREAT PORTLAND ESTATES
- HELICAL
- JP MORGAN INVESTMENTS
- LANDSEC
- LAZARI INVESTMENTS
- LVMH
- MORGAN CAPITAL
- MCKINSEY & COMPANY
- MICROSOFT
- MOËT HENNESSY
- OPLM
- PERENCO
- PRIMARK
- RED BULL
- REVCAP
- SONY MUSIC



MoreySmith Ltd.
Registered Address : 24 Marshalsea Road, London, SE1 1HF
Telephone : 0207 089 1470

www.moreysmith.com