

PLANNING APPLICATION FOR GROUND FLOOR RETAIL UNITS CANOPY DESIGN SUMMARY

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 soffit and lighting along the existing retail entrances of Maple House on Tottenham Court Road.

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

- Replacement of existing external soffit materiality and lighting along ground floor retail entrances of Tottenham Court Road



Existing view towards one of the Maple House retail units.

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: 2021/6225/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
- **Ref: 2024/4077/P** (Approved) - Replacement of the existing soffit and lighting to main ground floor entrance and replacement of existing signage adjacent to office entrance.
- **Ref: 2024/4126/A** (Approved) - Replacement of existing signage to office entrance.



Aerial View Of Maple House

Existing Retail Entrances

— The retail entrances have a full height glazed facade. An existing cantilevered canopy extends the full length of the Tottenham Court Road elevation.

The current soffit fails to define the entrances adequately and the lighting within does not sufficiently illuminate the pavement and shop frontages beneath.



Existing canopy along Tottenham Court Road



Existing canopy on the corner of Tottenham Court Road / Grafton Way

Existing
Building fabric to be altered

 Area to be demolished  Planning already approved

— The existing white finished soffit, granite stone perimeter and recessed lighting will be carefully removed to allow for the new soffit to be installed at the same level.

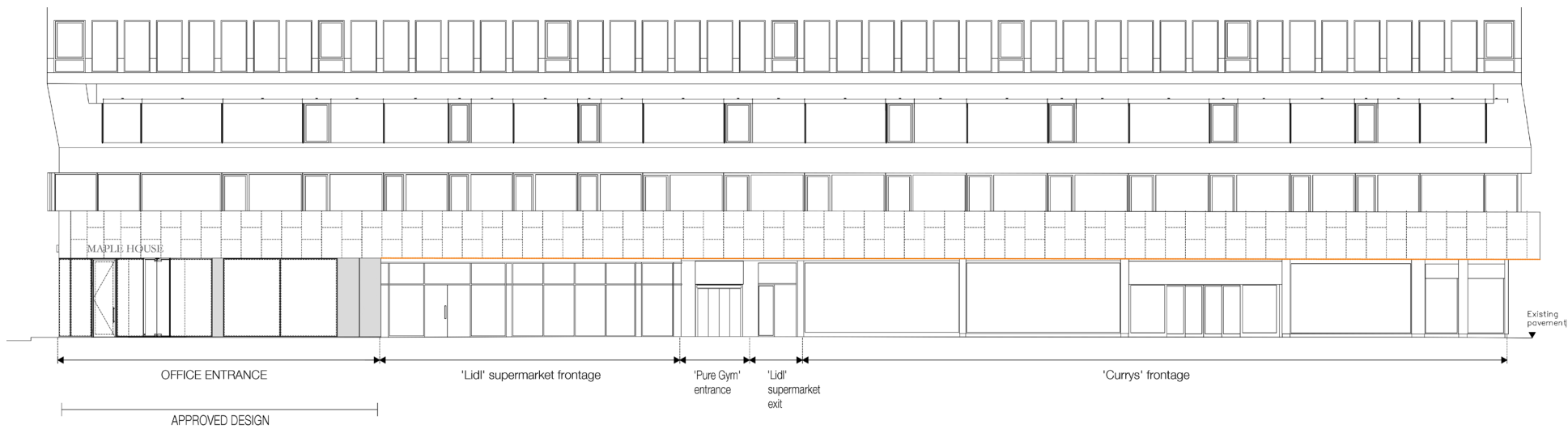
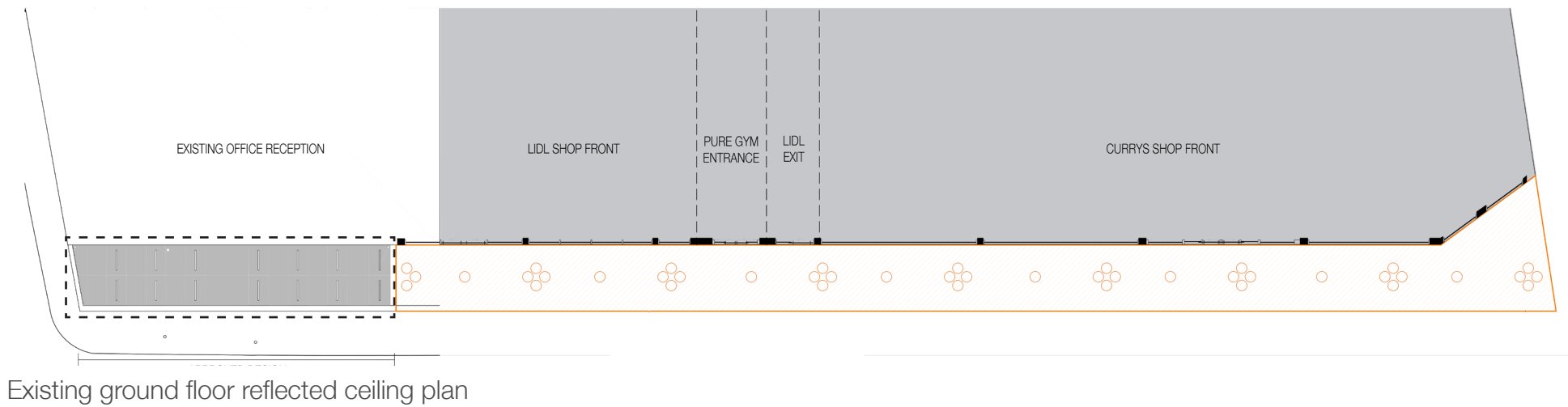


Photo of existing soffit

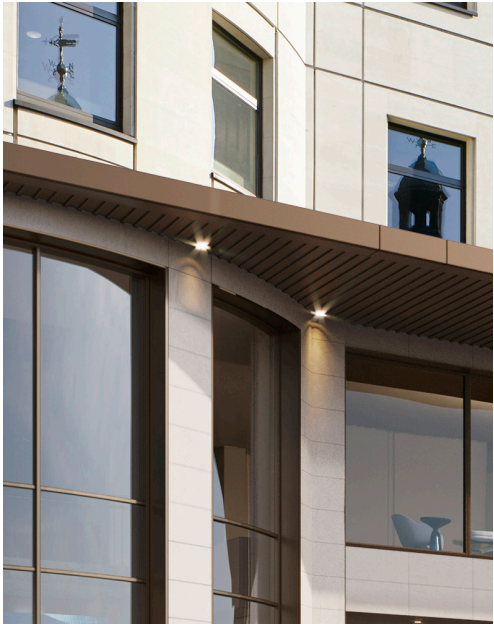
Proposal
Summary

- The proposals aim to better define the retail entrances with a new canopy and lighting.
- The new canopy will provide a contrast to the stone cladding whilst sitting harmoniously with the existing materiality of the building. The anodized aluminium finish will match the exterior cladding of the office reception to the far left of the elevation which was recently fitted in the last 2 years.
- Discreet LED downlights are proposed to fit within the ribbed aluminium soffit above the retail entrances, this will help define the entrances and provide an even distribution of light across the exterior area, whilst also creating a more welcoming and safe ambiance.
- Proposals will have no impact on the existing access strategy for the building.

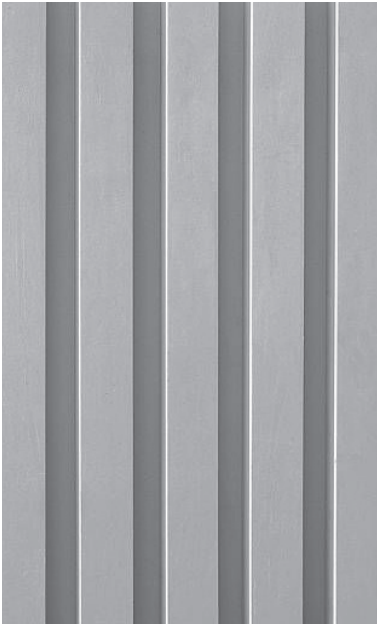


CGI of proposed canopy

Materiality: Ribbed anodised aluminium canopy to match existing facade finish



Canopy at CBRE, MoreySmith



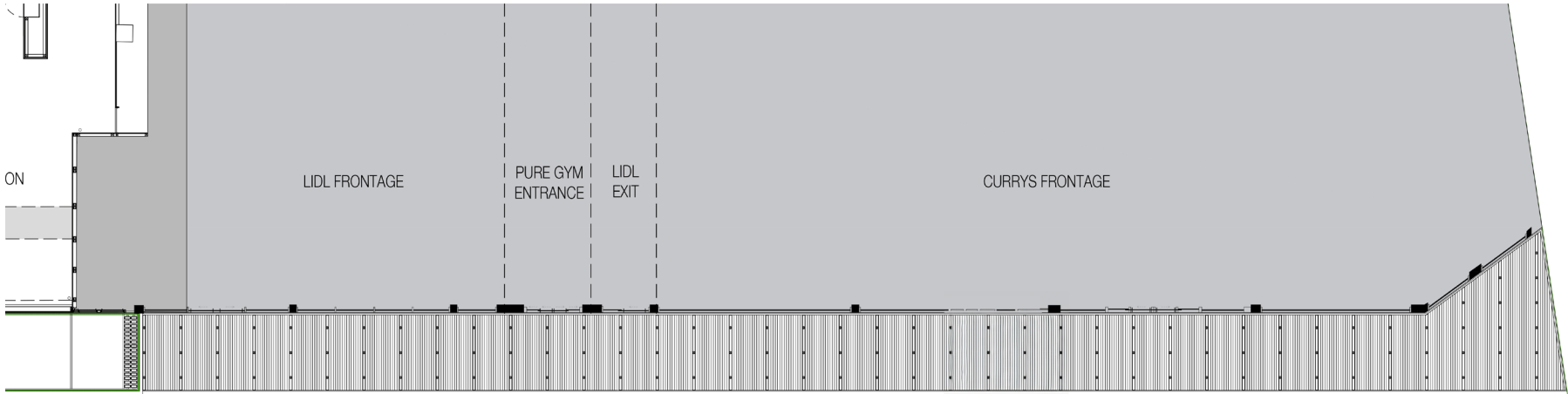
Ribbed aluminium



Precedent

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 ribbed anodized aluminium profile will be installed to the underside of the canopy to the full length of the retail unit entrances. A flat border will then surround the profiled metal to match the already approved office reception canopy.
- The new discreet downlights will better define the retail unit entrances and will provide an even distribution of light across the pavement beneath.



Proposed ground floor reflected ceiling plan



Proposed Tottenham Court Road elevation

OUR CLIENTS

- ALMACANTAR
- ARGENT
- ASHBYCAPITAL
- APAX
- ASTRAZENECA
- BLACKSTONE
- BRITISH LAND
- BRITISH SUGAR
- CASTLEFORGE
- CAPVEST
- CBRE
- CLOCKWISE
- COCA-COLA
- DESKOPOLITAN
- DUNHILL
- FRANK CAPITAL
- GIC
- GREAT PORTLAND ESTATES
- JP MORGAN INVESTMENTS
- LAZARI INVESTMENTS
- LVMH
- MCKINSEY & COMPANY
- MOET HENNESSY
- OPLM
- PERENCO
- PRIMARK
- REVCAP
- SONY MUSIC



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

www.moreysmith.com