

Squire and Partners



16a-18 West Central Street,
10-12 Museum Street and
35, 37 & 39-41 New Oxford Street

Design and Access Statement

For City & General New Oxford Street LLP

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1.0 Introduction

1.1 Executive Summary

1.1.1 In April 2012 the new owners, City and General New Oxford Street LLP, bought the site and have been considering their options and managing the site over the last year.

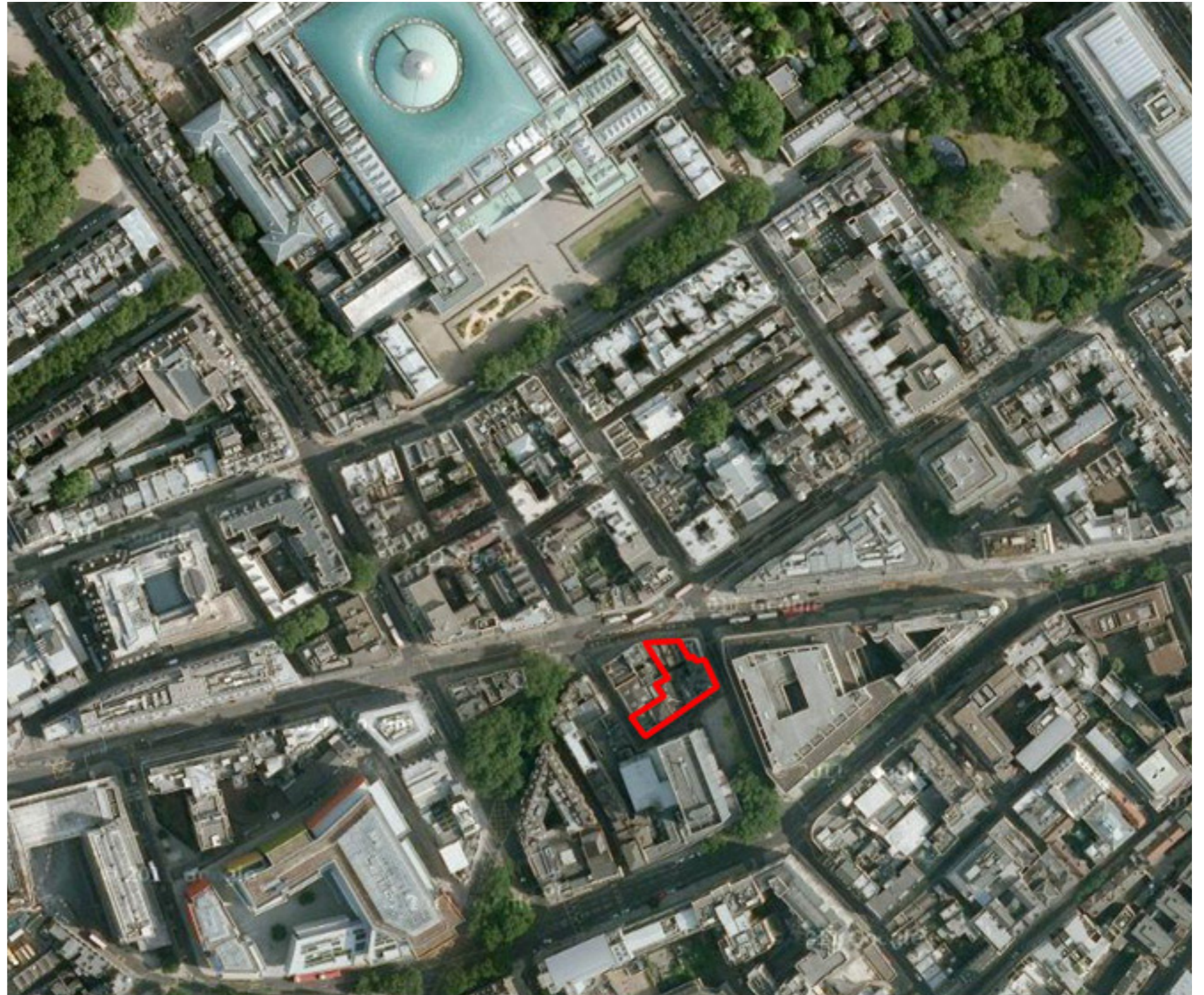
1.1.2 Squire and Partners have been instructed to prepare a scheme and Design and Access Statement for a mixed use proposal as part of a Planning Application to LB Camden.

1.2 Content of this Pre-Application Submission

1.2.1 City and General New Oxford Street LLP ("the applicants") are submitting a pre-application submission in relation to planning and conservation area consent applications to enable the redevelopment of the 16a-18 West Central Street, 10-12 Museum Street and 35, 37 & 39-41 New Oxford Street.

1.2.2 This document explains our thinking and how the proposals have evolved in response to the site, its context and the client brief. It should be read in the context of a conservation and heritage report prepared by Richard Coleman City Designer.

1.2.3 All figures and illustrations within this document are provided for illustrative purposes only, unless otherwise noted.



Aerial Photo



Aerial Photo

1.3 **Overview and Structure of Document**

1.3.1 Section 2.0 outlines the site extents, site evaluation, historical development of the site and contextual analysis. With regard to this analysis and investigation, section 3.0 considers the client brief, strategic aims and influences in order to arrive at a preferred development concept. Section 4.0 discusses use, layout, amount, appearance and scale of the development proposals.

1.4 **Client and Professional Team**

1.4.1 The masterplan proposals have been prepared by Squire and Partners, with input from a comprehensive team of consultants.

1.4.2 The core project design team and their roles include:

City & General New Oxford Street LLP:	
	Applicant
Squire and Partners:	Architect
DP9:	Planning Consultant
Richard Coleman City Designer:	Townscape and Heritage
Drivers Jonas Deloitte:	Sunlight and Daylight
Equals:	Quantity Surveyors
Davis Maguire + Whitby:	Structural Engineers
Grontmij:	Service Engineers
Grontmij:	Sustainability Consultants
Sandy Brown:	Acoustic Consultants



Site location plan

2.0 The Site & Context Appraisal

2.1 Site Location

- 2.1.1 The site is located wholly within the administrative boundary of the London Borough of Camden (LBC). The site forms part of an urban block, formed by New Oxford Street to the north, Museum Street to the east, and West Central Street to the south and west. The British Museum lies to the north of the site, Holborn to the east, Covent Garden to the south and Tottenham Court Road to the west.
- 2.1.2 The application site is located within the Bloomsbury Conservation Area (BCA). To the south of the site lies the Seven Dials Conservation Area. Surrounding Conservation Areas are shown in the adjacent plan.
- 2.1.3 The current Bloomsbury Conservation Area Appraisal and Management Strategy was adopted on 18 April 2011. Bloomsbury Conservation Area covers an area of approximately 160 hectares extending from Euston Road in the north to High Holborn and Lincoln’s Inn Fields in the south and from Tottenham Court Road in the west to King’s Cross Road in the east.
- 2.1.4 To the north west corner of block, next to the site, lie two Grade II listed buildings, 43 and 45 New Oxford Street.



Bloomsbury Conservation Area



Surrounding Listed Buildings

Grade I
Grade II*
Grade II



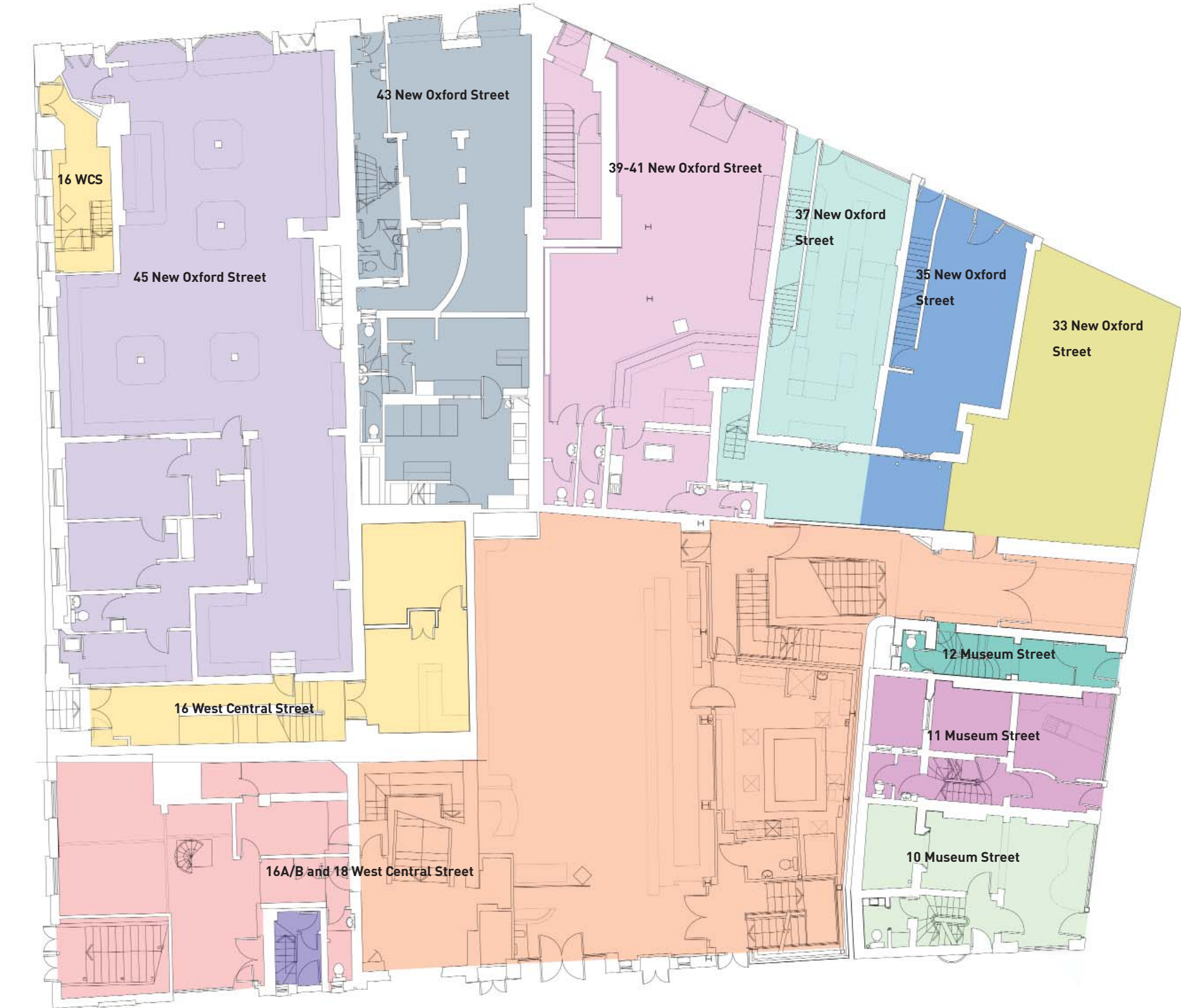
43 and 45 New Oxford Street (both Grade II Listed)

2.2 Site Description

2.2.1 The application site is approximately 741 sqm in area and occupies part of the urban block . The application site includes the rear parts of 35 and 37 New Oxford Street, the ground floor of 39-41 New Oxford Street, the buildings at 16a-18 West Central Street, and 10-12 Museum Street, which occupy the corner of the street and the southern edge of the block.

2.2.2 The application site contains the following uses (Gross External Area):

Residential (Class C3)	775 sqm
Retail (Class A1-A5)	299 sqm
Nightclub (Sui generis)	1,279 sqm



Site plan



33, 35 & 39-41 New Oxford Street

- 2.2.2 **35 and 35 New Oxford Street**
 37 and 37 New Oxford Street were originally part of the range which also included Nos.33, 35, 37, 39 and 41 New Oxford Street. They would have been built at the same time, by 1845, in the same style and using the same materials.
- 2.2.3 They were designed in a similar style as other buildings along the newly formed street with a stucco-front and classical detailing. The whole of the terrace comprising Nos.33 to 43 New Oxford Street appear to have originally formed a single architectural composition.
- 2.2.4 **39-41 New Oxford Street**
 This area of the site consists of two nineteenth century buildings, which were re-fronted in 1927 in a simplified Neo-Classical style.
- 2.2.5 The 1927 shop front was replaced later in the twentieth century. The retail unit runs through at ground level and connects to the basement in a return stair under the stair to the upper levels.
- 2.2.6 To the right of the retail shop front, a stair provides access to the offices from first to third floor. An internal inspection indicated that the building's structure was probably renovated at the time of the refronting of the building as no evidence of nineteenth century features remain.

2.2.7 **16a-18 West Central Street**

From the RCCD report
Studies indicate 18 and 16b West Central Street were developed as a single storey facade in the early 20th century and were before then used as a yard. Research suggests that the external wall which closed in the yard may have been rebuilt or re-finished “partially to reflect the construction at 16 West Central Street, but with early 20th century affectations in the way of door cases” and that it may date from c.1915. Although the large arched openings reflects a stable use, the style of this feature is considered in line with early 20th century detail. In c.1915 the yard was taken over by the railway company based at 43 New Oxford Street and this may have prompted the construction or renovation of the retained wall.

2.2.8 The interior site inspection of 18 and 16b showed no evidence of historic fabric, both buildings appearing as modern structures behind the one storey facade. The staircase which forms 18 appears modern and leads to a nightclub at basement level. The interior of 16b reflects its use as a nightclub with a mezzanine level and skylight.

2.2.9 The exterior of the two buildings is a piecemeal and fragmented composition “which dates from the late 19th/early 20th century, but has been altered in the later 20th century leaving it with little architectural value and no real charm.” (Quote from Donald Insall). The first floor windows on the west elevation are filled in at lower level, and there is a large fire escape opening on the corner of the building, independent of the window and door rhythm around. At parapet level 16a-18 has a lower parapet than its Listed neighbour.

2.2.10 Along the south elevation the detailing and opening rhythm copied from the Listed building at 16 West Central Street only continues for a single bay, before the elevation changes. The elevation becomes dominated by the large openings at ground floor, two of which are arched, while the centre opening has a square top. Between these openings windows and doorways of different scale and detail appear in random positions, frequently cutting across the cornice and detail lines. External drainage pipes cut diagonally across the facade and behind cornice lines. The taller section of the building is located irrationally in the centre of the plan, and gives the building an unbalanced character.



16b-18 West Central Street (with 16 West Central Street in the foreground)



Irregular openings



16a-18 West Central Street



16a-18 West Central Street



10-12 Museum Street



10-12 Museum Street

- 2.2.11 The one storey development of the centre section of the site creates an unappealing gap within the urban block. Photographs illustrate the negative connotations the gap creates between the taller elements on West Central and Museum Streets.
- 2.2.12 The ground floor plan is dominated by the two large fire escape stairs from the basement night club. Between these two there is a small section of office accommodation which links to further offices at first floor, and more offices again in a reduced second floor.
- 2.2.13 **10-12 Museum Street**
This address consists of three nineteenth century buildings currently in residential use, with small retail units at ground floor.
- 2.2.14 Due to their similar style and scale it is likely that 10 to 12 Museum Street are contemporary to the terrace comprising 33 to 43 New Oxford Street and the laying out of New Oxford Street and were completed by c.1845.
- 2.2.15 These buildings have small stairs in numbers 10 and 12, which provide access to the bedsits above. These units have windows onto the street, and over the site behind.
- 2.2.16 Internally, the existing buildings are laid out as 5 units per floor.