

BLUEBOTTLE

Design and Access Statement **101 Bayham Street, London NW1 0AG**

10.08.10

Introduction

The current tenant (Getty Images) occupies the whole building and is planning to refurbish all floors, including the ground floor reception. The shop-front is in need of updating as the existing entrance doors are unsafe, whilst the remaining windows have obscuring film applied to the windows. Whilst considering the period of the building, the requirements of the tenant and the guidelines set in Westminster Councils UDP, this is a good opportunity to enhance and develop the appearance and street presence of 101 Bayham Street.

The design process

We have looked at the existing elevation - and noted the following problems with the existing façade arrangement:

1. Entrance doors have a lot of mullions, restricting views into reception.
2. The 5 windows have differing film applied. The far right window has an old crumpled blind, the window to the left of entrance doors has black film, the remaining 3 have mirror film.
3. Existing signage looks dated.

We designed a scheme which tidied up the elements listed above, including the following:

1. Replace the existing entrance doors with clear double glazing in black metal frames.
2. Replace the existing film and apply graphic manifestation across all windows. This to be a perforated graphic which allows light into the building, but allows Getty Images to showcase different artwork externally, giving them street presence.
3. Install a 300mm wide powdercoated aluminium 'picture' frame with recessed lighting framing up all the windows to the ground floor elevation. The idea was that this would define the entrance whilst enhancing the graphic element above.

We submitted this scheme for a pre-application consultation and received the following feedback: (letter received by email on 22.07.10 but dated 10.08.10 – ref: CA\2010\ENQ\03681)

'The replacement of the glazed entrance door and installation of the halo illuminated 'picture frame' around the windows would require planning permission. However, it is my considered opinion that the frame is unlikely to be considered acceptable – the building in question has a simple, mostly unaltered front elevation and it is considered that the proposed frame would detract from this by appearing heavy and cluttered at the ground floor level.

Provided the proposed window graphics do not contain any words or lettering it is unlikely that they would require advertisement consent'.

Having received this feedback we have taken on board the comments and simplified the scheme replacing the picture frame with a lightbox located around the entrance to the reception. This lightbox follows the lines of the existing window and door apertures, defining the entrance, while also displaying the company logo and street

ARCHITECTURE AND DESIGN
6 Denmark Street London WC2H 8LX
T +44(0)2073795456 F +44(0)2073795108
bluebottle.co.uk mail@bluebottle.co.uk

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number as shown on the elevations.

Amount of development

The proposal involves the removal of the existing entrance doors, signage and window film, replacing these elements with new.

Use

The property is a commercial property with all floors used as office space.

Layout

The layout of the elevation remains the same, windows and doors retain their locations.

Scale

The new doors and glazed panels sit within the existing stone openings. The size of doors are to match existing. The lightbox signage is to sit within the existing linear stone clad reveal, in proportion to the stonework detailing of the façade.

Appearance

Black powdercoated glazing channels are to be of metal construction with double glazing siliconed into channels. The glass is to be clear float glazing.

The lightbox is to be made from black powdercoated aluminium, with toughened opal glass to the front diffusing the light. The lights are LED fittings which have are low energy and have a long life span, invisible behind the diffusing glass.

Landscaping

No external landscaping is proposed - existing pavement slabs are to be retained.

Access

The building itself is an office building with a 24 hour manned reception - presenting a safe environment internally and externally. The proposed entrance doors are level with the pavement and there is level access through to the existing lift to the rear of the building.

All work undertaken will comply with the latest building control regulations.

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