# **MEDITERRANEAN KITCHEN**

# 24 CAMBRIDGE CIRCUS, LONDON WC2

# **DESIGN STATEMENT**

**March 2007** 

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#### **Site Description**

The site was previously a bar called All Bar One, part of a large national chain of branded bars. It has recently been acquired converted to restaurant by The Mediterranean Kitchen. It lies on the north side of Cambridge Circus with frontages onto Charing Cross Road to the west, Shaftsbury Avenue to the east and Cambridge Circus to the south, all very well known and busy thoroughfares. The site also comprises the southern most main entrance point into the London Borough of Camden and the only section of Cambridge Circus that falls within that borough, the blocks to the west, south and east all falling within the City of Westminster. It is also a very important focal point for visitors to Central London as it forms the junction between Soho and Covent Garden.

Westminster City Council has recently refurbished the public areas to the west and south of Cambridge Circus. They have installed good quality brick paving, new kerbstones, removed a lot of the visual clutter, railings and outdated street furniture, installed bicycle stands and have generally greatly improved the local environment, particularly for pedestrian traffic.

Unfortunately the part of Cambridge Circus falling within the London Borough of Camden has not yet received similar investment. The area is formed with rough tarmac, scarred by the infilling of many service trenches and contains a wide range of very poor quality street furniture comprising various plastic recycling and litter bins, a collection of "free newspaper" stands, telephone equipment boxes, a very shabby newspaper kiosk and a poor quality bus shelter. Many of these items are loose and therefore get moved around daily, obstructing the pedestrian traffic, pushchairs and trolleys and often spilling their contents over the pavement and the public highway. The result is a very shabby corner that now lets the rest of the area down, causes a public nuisance and is a very poor advert for the London Borough of Camden.

#### Consultations

Early pre-application discussions with council officers indicated an appreciation that the current environment is not of a high quality and that there is scope for improvement. However, we understood that the Council has no immediate plans to carry out any improvement works.

We have been very willing to discuss our detailed proposals with the Council following the submission of a formal application for planning permission, and to take on board their comments and amend our proposals accordingly. Subsequent negotiations with Highways officers (covering a variety of responsibilities) have been very negative though, and generally seem to dismiss the need to make any improvements to the area at all.

It is disappointing enough that the Council has no plans to make the appropriate improvements to the area, although we appreciate the Council's budget constraints, but it is even more disappointing that the Council should not take the opportunity to encourage others, such as a local business in this case, to make such improvements.

#### The Concept

Our client has recently refurbished the premises for use as a restaurant, which now forms part of the popular and well-regarded chain of Mediterranean restaurants based entirely in central London. A considerable investment has been made to raise the standard of the premises and it is part of the vision for the project that the standard of the external areas should also raised to match that of both the new restaurant and the recently refurbished areas of Cambridge Circus within Westminster.

Our vision is to create a more permanent seating area on the Cambridge Circus frontage that will comprise a higher quality of fittings and materials. This will properly, securely and attractively integrate the essential elements of the street furniture such as the litterbins and telephone equipment with the existing seating area and the mature trees on the site. Public circulation will therefore be better defined and will no longer be obstructed by loose equipment being dragged and spilt over the public highway.

The site already has consent for external drinking and dining areas, comprising 8 tables and 32 chairs and it is not envisaged that this number will be increased. These spaces are enclosed on a temporary basis each day, between the hours of 8.00am and 11.30pm (a total of 15.5 hours per day) with a removable fence.

This is most emphatically not an exercise in increasing quantity, volume or covers, as these will remain the same as previously approved in 2005. It is an exercise in increasing quality, both the quality of the customer experience within the premises and of the general ambience outside the premises. In this respect the project exactly follows the initiatives of the mayors office to improve the urban environment, civilising the public realm along more informal and inclusive continental lines.

#### **Previous Planning Application**

A scheme on these lines was submitted for planning permission on 21 July 2006, reference no.2006/3371/P, and acknowledged as valid on 23 August. There were a number of discussions with the planning and highways departments, and various additional information was supplied and amendments made to the scheme before it was refused on 12 October. The reasons for refusal were as follows:

- 1. The proposed zinc clad planterboxes and the re-orientation of an existing access ramp would, by reason of a major reduction in the size of the pedestrian thoroughfare, cause a significant level of pedestrian congestion, increasing the potential for accidents and decreasing accessibility particularly for mobility impaired users.
- 2. The pavement installations proposed, together with the existing installations, would result in visual clutter to the detriment of the appearance of the building and character of the conservation area.
- 3. The full height opening windows would allow customers to spill out onto the adjoining highway which would result in a hazard to pedestrian traffic safety.

Regarding the 1<sup>st</sup> reason for refusal it was subsequently confirmed by the case planning officer that the assessment of pedestrian congestion was made by informal observation during a site visit and that no traffic survey of actual numbers and peak times had been made. The applicant therefore commissioned such a survey to reveal the actual existing traffic flow and to make a more accurate and objective assessment of the effect of the proposals.

This survey was duly carried out and submitted to the planning department for comment. The survey and covering letter to the planning department dated 23 January is attached to this statement. The results of this survey were then used to guide the design of a revised scheme so that it could be clearly demonstrated that the proposals would have no adverse effect on traffic flow.

The 2<sup>nd</sup> reason referred to visual clutter. The applicant is wholly sympathetic to this issue. The following photographs illustrate the present unsightly range of "visual clutter", much of which is loose and represents a genuine hazard to public safety. The Council has made no attempt to improve this unsightly range of poor quality street furniture, in spite of requests from the applicant. The proposed scheme has therefore been amended to take positive steps to reduce this "visual clutter" and ensure that pedestrians, and vehicular traffic (as some of the loose items end up in the highway late a night), are no longer obstructed.

Regarding the 3<sup>rd</sup> reason, the right hand full height opening window facing onto Cambridge Circus already exists, receiving planning permission on 1 February 2006, reference no.2005/5259/P. The proposal to adapt the left hand section of the shop front to open in the same manner will be made the subject of a separate application. It should be noted that the reason for refusal is based on the fear that customers will "spill out onto the adjoining highway". This will not be the case as there will be a handrail blocking any access through these openings in case customers should spill out onto the highway without paying their bills!

#### **The Design Solution**

A revised scheme has now been designed to take account of the 1<sup>st</sup> and 2<sup>nd</sup> reasons for refusal, as described below:

We propose to remove the existing ramp and railings to the entrance as these are unsightly and the ramp is steeper than current regulations permit with 2 tight corners for wheelchairs to negotiate before entering the premises. The ramp is to be replaced with a straight ramp, centred on the entrance and with a much easier incline. This will greatly improve access for wheelchairs, pushchairs and trolley deliveries, and would provide a much more attractive and safer approach to the premises for all.

The seating areas each side of this ramp would be formed with large zinc planting troughs, bolted to the floor to ensure that they cannot be moved by vandals but instantly removable by the staff if required to access services under the highway. These troughs would be planted with privet hedging up to a height of about 1 metre to form an "urban hedge". The layout of this hedge has been revised to maintain the existing pavement width of about 3.3 metres at all points. This is considerably wider than is necessary to accommodate even the peak flows of pedestrian traffic.

The Council's highways officers have indicated that the existing pavement widths, as established along Shaftsbury Avenue and Charing Cross Road, should be maintained and that in any event a clear width of 2 metres should be maintained at all times between, say, the proposed seating area and the bus stop for example. All these criteria are met and generally exceeded by the proposed scheme.

We attach a further letter from highway engineers commenting on the revised design and pavement capacity that reconfirms that the proposed layout would have no adverse effect on pedestrian traffic.

This proposed hedge and planters would also conceal the telephone equipment from public view while allowing uninterrupted access to BT engineers. It is also proposed that fixed litterbins be installed at the 2 external corners of the area to a specification that would be agreed with the highways cleansing department. This effectively removes these items from view, greatly reducing the visual clutter in the area and ensuring that these items can no longer be dragged across the public highway.



## PAUL MEW ASSOCIATES TRAFFIC CONSULTANTS

Jenny Fisher Development Control Planning Services London Borough of Camden Town Hall Argyle House London WC1H 8ND

Ref: P469.3236v2/PJM.es 23 January, 2007

Dear Jenny Fisher,

## PROPOSED ENCLOSED FORECOURT AT MED KITCHEN, 24 CAMBRIDGE CIRCUS, LONDON, WC2H 8AA – REFUSED PLANNING APPLICATION 2006/3371/P

- 1 We have been instructed by Med Kitchen and Mackenzie Wheeler Architects to carry out a pedestrian study in relation to the proposed development.
- 2 The original scheme was refused planning consent in a decision letter dated 12<sup>th</sup> October 2006. The reason for the refusal, that we have been instructed to deal with, relates to the concern regarding potential pedestrian congestion and safety.

'The proposed zinc clad planterboxes and the re-orientation of an existing access ramp would, by reason of a major reduction in the size of the pedestrian thoroughfare, cause a significant level of pedestrian congestion, increasing the potential for accidents and decreasing accessibility particularly for mobility impaired users...'

Before starting on this work I telephoned Mr Brian Foxton of the Environment Department and he agreed that a survey should be carried out in order to assess the effect on pedestrian flow of our client's proposal. We discussed the detail of the survey and concluded that a 12 hour video survey would be appropriate at a suitably busy time of the week and the year. A weekend day in the lead up to Christmas was agreed on and consequently the survey was carried out on Saturday 16<sup>th</sup> December 2006 between the hours midday to midnight. Figure 1 and 2 show where the survey was undertaken.

- 4 The video survey was analysed for individual pedestrians as well as groups and the disabled. The results are available on DVD and have been analysed and set out in an Excel spreadsheet analysed by 5 minute period. The results are presented in the attached table. The third last column gives the 2 way flow of pedestrians per minute per metre width of footway.
- 5 The observed flows were then compared to footway capacity based on the Fruin level of service as adopted by the Manual for Streets (MfS) document that is due to be published in March of this year. An extract from this document is also attached to this letter for information.
- 6 Following the proposed scheme to establish seating within an enclosed awning the resulting minimum footway width would occur between the bus shelter and the zinc planter. There are various schemes that have been mooted however; we believe that the width would be maintained at 2m. This is the minimum footway width recommended in MfS.
- 7 In examining the ratio flow to capacity (RFC) of the footway width with the proposed enclosure in place we have taken the 85<sup>th</sup> percentile busiest traffic flow for the purposes of a robust basis for design. This gives a flow of 58 pedestrians per minute or 29 pedestrians per minute per metre two way (last column of the table).
- 8 This is within the range of service level 5 of the Fruin categorisation which is better than average. The maximum capacity is over 82 pedestrians a minute/m which gives a flow to capacity ratio (RFC) of 0.35.
- 9 Taking the maximum recorded flow that occurred during three five minute periods through the day i.e. 15.15, 16.10 and 17.25 the flows were 35 pedestrians/minute/m. This is within the level of service 4 which is around the average value and an RFC of 0.43. These relatively low RFCs show that there is ample reserve capacity and there is no need for pedestrians to walk into the road and hence no basis for a safety concern or objection.
- 10 During the survey at peak times in the evening it was noted that there were times when people congregated around the restaurant entrance to look at the menu and this did tend to cause a momentary problem with pedestrian flow. However this is an issue that could be dealt with at the detailed design stage when the location of street furniture would be reviewed and recommendations made in order to optimise pedestrian capacity. The architect has confirmed to us that the client would be prepared to assist with a redesign of the layout of the public space and that funding would be available for revisions.
- 11 In terms of wheelchair users there were 5 observations at 12.30, 12.55, 13.05, 13.15 and 15.35. This amounts to a very small percentage of the total of

 13,819 pedestrians observed through the 12 hour period. Given that there is a good reserve of capacity we would not anticipate any problem for pedestrians or wheelchair users.

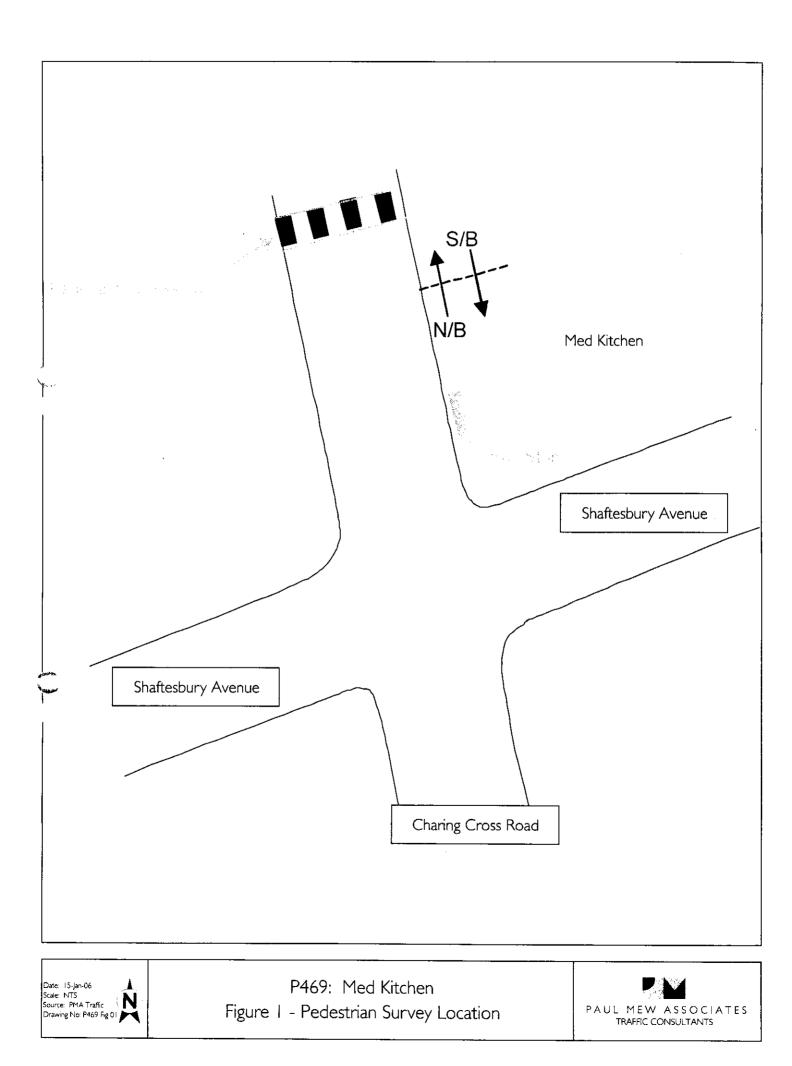
- 12 In summary the concerns set out in the reason for refusal regarding capacity and pedestrian safety are not confirmed by the evidence from the survey.
- 13 As a good will gesture our client is prepared to fund a redesign of the public footway furniture in the vicinity of the restaurant frontage in order to rationalise and improve the pedestrian environment.
- 13 I would be grateful for your confirmation that on the basis of the results of the survey you would not wish to object to a revised planning application on the ground of inadequate footway capacity or pedestrian safety.

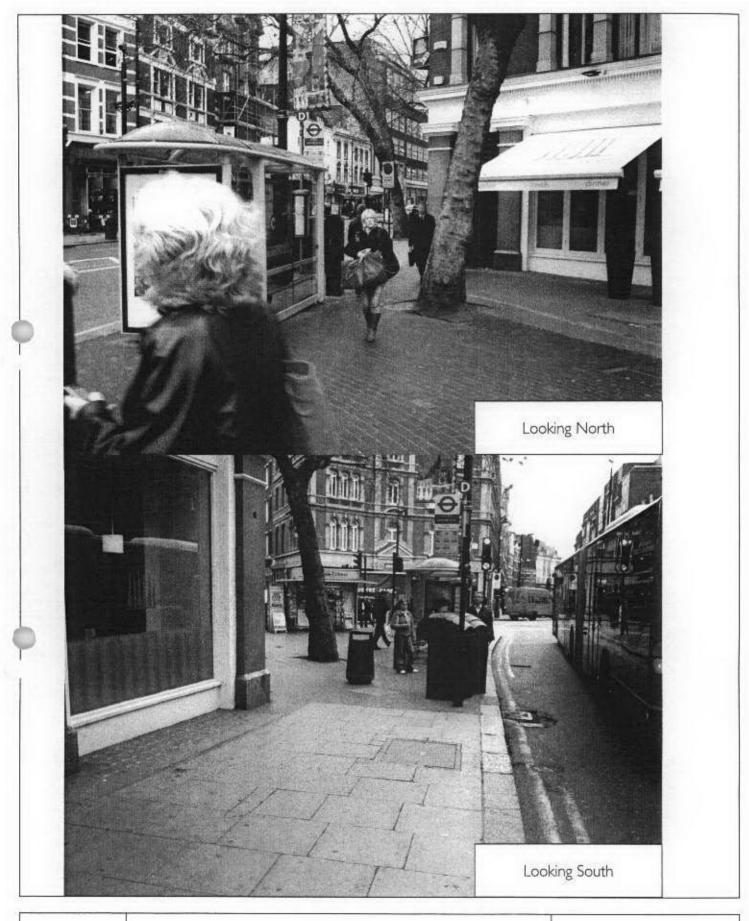
Yours sincerely,

 Paul-Mew BSc MSc MIHT MILT
 Enc. Figure 1 – Pedestrian Survey Location Figure 2 – Looking North and South of the Site Pedestrian Survey Results Manual for Streets Extract 2006 [JJ Fruin, 1971]

Cc. Brian Foxton Esq. – LB Camden Rupert Wheeler Esq. – Mackenzie Wheeler Architects Rupert Hill – Med Kitchen





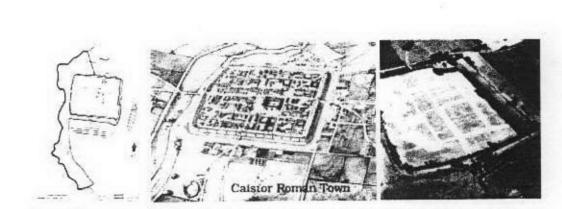


Date 15-jan-06 Scale NTS Source PMA Traffic Drawing Not P469 Fig 02 P469: Med Kitchen Figure 2 - Looking North and South of the Site



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Caistor Roman Town AD300 – the size of blocks in sustainable places has generally remained constant

#### THE FOOTWAY

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7.4.9 Footways should be designed in relation to the environment within which they are set and the activities that will take place on that footway. There is no maximum dimension. In residential streets generally 2.0 - 3.0 metres in width is used which allows for services to be accommodated below.

7.4.10 Footway widths can be varied between different streets to take account of pedestrian volumes and composition. Streets where people walk in groups or near schools or shops for example, need wider footways.

7.4.11 The Pedestrian Environment Review System (TRL, 2006) gives guidance on the footway capacity that is adapted from work published by Fruin in 1971 (JJ Fruin, Pedestrian Planning and Design, 1971). It describes seven levels of service for pedestrians based on the relationship between footway width and flow:

Level of Service	Pedestrians/minute/M width
1	>82
2	66-81
3	49-65
4	33-48
5	22-32
6	15-22
7	<15

7.4.12 Regardless of flow, a preferred minimum of 2m should be provided.

7.4.13 When widths are specified, these should be considered in terms of the overall width and also the uninterrupted width for movement. Lighting columns, trees, utility equipment and street furniture should ideally be accommodated off the footway or in additional footway width (see Chapter 11 which looks at street furniture in more detail).

Jenny Fisher Development Control Planning Services London Borough of Camden Town Hall Argyle House London WC1H 8ND

> Ref: P469.3324/PJM.ah 9 March, 2007

Dear Jenny Fisher,

### PROPOSED ENCLOSED FORECOURT AT MED KITCHEN, 24 CAMBRIDGE CIRCUS, LONDON, WC2H 8AA – PENDING PLANNING APPLICATION.

Further to my letter dated 23<sup>rd</sup> January 2007, the project architects have since revised their proposed foot print for the outside seating area. This was done after the results of the pedestrian traffic survey and capacity analysis were given to them. They took the view, although the level of service for their previously refused scheme would have offered a reasonable level of service to pedestrians, (Fruin level 4) they would prefer to offer a wider area between the bus shelter the tree, and the proposed seating area planters.

The combined width would then be 3.3m - the same as the width of the footway a few metres to the north. The result of this change is there would clearly be no reduction in the level of service for pedestrian flow.

With the extra width the Fuin level of service would be level 6 with a flow of 18 pedestrians (two-way) per metre width.

I trust this revised offer will be satisfactory, and you will be able assure our client that there would be no objection to this proposal based on any negative impact on pedestrian capacity / level of service.

I look forward to hearing from you at your earliest convenience, so subsequently the architects will be able to complete the planning application in the knowledge that this issue is resolved.

Yours sincerely,

#### Paul Mew BSc MSc MIHT MILT

Cc. Brian Foxton Esq. – LB Camden Rupert Wheeler Esq. – Mackenzie Wheeler Architects Rupert Hill – Med Kitchen