

GRAFTON HOTEL
130 Tottenham Court Road
London
W1 T 5AY

DESIGN AND ACCESS STATEMENT
PROPOSED GREAT BRITISH FISH CO
Fitzroy Court

ISSUE 2 12 JANUARY 2015

PROJECT J927

TITLE

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Status: PLANNING APPLICATION

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1. INTRODUCTION

The owners and operators of this 4 star hotel are the Edwardian Group Ltd, and this hotel occupies almost the entire block bounded by Tottenham Court Road, Warren Street, Whitfield St and Grafton Way. The Freeholder is Derwent Properties Ltd. There are retail and A3 uses along most of the ground floor frontages. Fitzroy Court is a privately owned pedestrian passageway with a Public Right of Way which cuts through the ground floor, linking Tottenham Court Road and Whitfield Street at the rear, including 'The Warren' children's play space.

This application is for consent to :

- a. Construct a shop-front on Fitzroy Court with a retractable awning.
- b. To construct a security roller shutter on the front of the shop-front.
- c. Change of use of part of the existing hotel from C1 to A5 hot-food take-away on Fitzroy Court.
- d. Construct an external extract duct on the rear part of the hotel above Fitzroy Court.
- e. Alter the paving on part of Fitzroy Court.

The proposed signage, logo and branding graphics to be used in Fitzroy Court form an integral part of this design, and some details are shown in the planning application for context and illustrative purposes. This application is for planning permission and advertisement consent.

This shopfront and the other alterations represent a first opportunity to improve and enliven a drab and underused passageway by introducing a destination venue just off the busy pavement of Tottenham Court Road. The application addresses the quality standards as well as the limitations of the site within this conservation area

2. THE BUILDING AND FITZROY COURT

The existing building is a large 4 star hotel which includes 330 bedrooms and 14 conference rooms and meeting rooms. There is a large dining room and bar on the ground floor, and on 6-7 Warren Street there is a separate restaurant on the street facade, and linked into the hotel. The hotel occupies the entire block of buildings on the upper floors although the ground floor frontage is limited to an entrance and lobby on Tottenham Court Road, flanked by shops and restaurants. The hotel is a late nineteenth century building built in a lively neo- Flemish style with classical details, projecting bay windows and stone coursing and cornices. The top floors are within a double Mansard-type roof. There is a consistent stone frieze and cornice which continues throughout the original building above the ground floor which helps to unify the shop fronts on Tottenham Court Road and Warren Street. The façade of the southern wing of the hotel was added in the 1980s and the new façade is a replica of the original.

Fitzroy Court has been either an alley way or a narrow street at least since 1792 as shown on the Horwood map of that date (see **Appendix**- historic map regression). The street was a passageway leading to a former market on the site of the playground on Whitfield Street. Today it remains a pedestrian passage way and is marked by a grand classical stone portal within the hotel façade. The passageway has little or no flanking street activity in that there are no uses at ground level facing the passage. Only the side of no 126 (Caffé Nero) contains glazing along part of the southern façade facing the passageway.

The building is within (but on the boundary of) the Fitzroy Square conservation area (see Section 9 below).

3. PROPOSALS

The location of the shop front is the second bay of blind wall at the east side of Fitzroy Court, close to the busy pavement of Tottenham Court Road. This is currently part of the existing main hotel kitchen. The frontage will be recessed by about 500mm, in order to maintain a normal width without obstruction within the passageway. When the take-away is closed, a secure open mesh metal roller grille at the wall face will cover and protect the shop front (see drawing **927-PL 19**). Staff will enter and leave via the hotel. The adjacent door will be a fire exit door.

A Change of Use consent is requested for the area of the shop used for the proposed take-away. This is considered to be acceptable here in the context of other similar uses on the main frontages of Tottenham Court Road in the immediate vicinity.

The current ground surface of the passageway is a mix of herringbone brick paving and paving asphalt. A basement is situated below each end of Fitzroy Court. Improvements to this finish are included in the application.

4. THE GREAT BRITISH FISH COMPANY

This is a new concept owned by the applicants Edwardian Hotel Group which offers high quality traditional British fish and chips, either to eat-in a restaurant or as a take-away venue. A number of these will be opening within their London hotels, including the Kenilworth, Mercer Street Hotel and others. The first shop has already opened at the Hampshire Hotel in August 2014 in Leicester Square and is very successful. The design and house style of the shops have been directed by consultants and a design document template for house-style graphics, signage is already in place (see **Appendix** for

details). The offer is made using traditional frying and freshly prepared servings at or close to the servery counter. Cooking odours are directly extracted and filtered with state of the art extract and filtration systems and controls.

The first shop has already opened in Leicester Square.

4. THE DESIGN APPROACH.

The design, details and finishes will be a high quality mix derived from the graphic template. The interior emphasis is on clean bright white finishes (eg polished tiles) combined with a dark blue signage and crisp graphics. The shop fascia and proposed suspended sign and light will reflect this approach (see drawing no **927-PL-14, -17 and -18**) See also illustrative sketch on the next page.

The design guidance given in Camden CPG1 sections 7.10-40 have generally been followed, except where the service counter effectively replaces the traditional stall riser. The angled flank walls are a particular design feature here which are intended to be visible by those approaching within the barrow passageway. Therefore not every detail here is approached as a 'traditional' shop front design.

The use of a full-size security open metal roller grille is considered essential here because the site may be less secure at night than the nearby main street frontages, due to its containment within the narrow passageway. The open-mesh roller grille will be painted (see drawing **927-PL14 and 19**), and will be recessed into an integrated roller blind box below the fascia when not in use. The vacant solid wall to the immediate east of the proposed shopfront will include a large-scale logo, as indicated on drawing **927 -PL 14**, and illustrated more clearly in the graphic template in the **Appendix**.

5. DETAILS.

The importance of sound detailing and high quality finishes is fully recognised and reflected in the choice of materials. These are indicated and described on drawing **927 PL 14**. A retractable canvas awning will be housed within a recessed blind box above the fascia when not in use. This will be plain coloured fabric without advertising (see drawings **927- PL 14 and 16**).

7. ACCESS

There will be no access into this shop from the hotel as the servery will face the passageway. There is however a difference in floor level between Fitzroy Court and the existing threshold to the main kitchen which is one step higher. Structural investigations will be carried out to establish if the step can be removed, and if so the apron in front of the counter will not need to include a step. There are otherwise no impediments in Fitzroy Court which would prevent normal access for less abled or wheelchair users.

The lighting level within the space is currently poor, as it relies on opal globes suspended from metal arches at intervals. The proposal will improve the general lighting level in front of the counter were the new lighting within the take-away will permeate onto the passageway outside.

8. DELIVERIES AND REFUSE DISPOSAL

Hotel deliveries are made at the rear of the hotel using a loading bay off Whitfield Place (see drawings **927-PL 01 and 02**). The proposed new door next to the shopfront replaces an existing door in a similar position. This is essentially a fire escape door, but small scale goods may be wheeled on a trolley from Whitfield Place to this door at times. There will be no deliveries involving parking on Tottenham Court Road.



ILLUSTRATIVE SKETCH FOR COMPARISON



9. IMPACT ASSESSMENT – THE BUILDING, ENVIRONMENT AND CONSERVATION AREA

THE BUILDING

The hotel is a significant building within this conservation area and is considered to make a positive impact on the character of the area, albeit it is untypical of the earlier development around Fitzroy Square. The ground floor main retail facades are generally consistent in style and design, helped by the unifying influence of the stone frieze and cornice above. The portico opening into Fitzroy Court is a welcoming ornamental arch with interesting stone-carved embellishment and detailing.

THE CONSERVATION AREA

The character of Fitzroy Court is mixed. The decorative stone entry portal from Tottenham Court Road holds the promise an attractive perambulatory route, but this rapidly disappoints as the user walks towards Whitfield Street through an overbearing and utilitarian lightwell which is of no architectural interest, flanked by blank walls and fire exit doors, and no focal point at the opposite end.

The site where alterations is proposed is not within a prime or main thoroughfare, and the quality of the environment here is not typically high as in other parts of the conservation area.

This is why the applicants have recognised the opportunity to not only add a 'retail' frontage but also to upgrade and enliven the space within the public realm and within their ownership, without detriment to the setting and character of the building and the conservation area. The frontage immediately opposite (no.126) is also a retail food outlet.

For the reasons stated above, the applicants contend that this proposal will enhance the conservation area, and will have no negative impact on the building and on neighbouring uses.

REFUSE AND LITTER

The presence of a take-away venue can give rise to an increase in street litter. Fitzroy Court does suffer at times from excess litter, particularly at night time. The applicants are aware of this and in addition to the Council litter collection, the passageway is regularly washed down daily by hotel staff. The proposed service counter will be flanked by two litter-bins which are recessed into the side cheeks of the shopfront. These will have a capacity of at least 120 litres and will be emptied regularly by hotel staff as and when they fill. If customers drop litter and fail to use nearby litter bins, the applicants will provide additional street bins. Litter will be disposed of via the existing hotel refuse storage and collection regime. Chewing gum and other food-based litter on the paved areas will be monitored closely by the applicants, who have no wish to permit the deterioration of the environment around this new facility within their demise at any time.

In summary it is believed that this shopfront will enhance this part of the building, the street environment and the conservation area and could be a catalyst for further similar development.

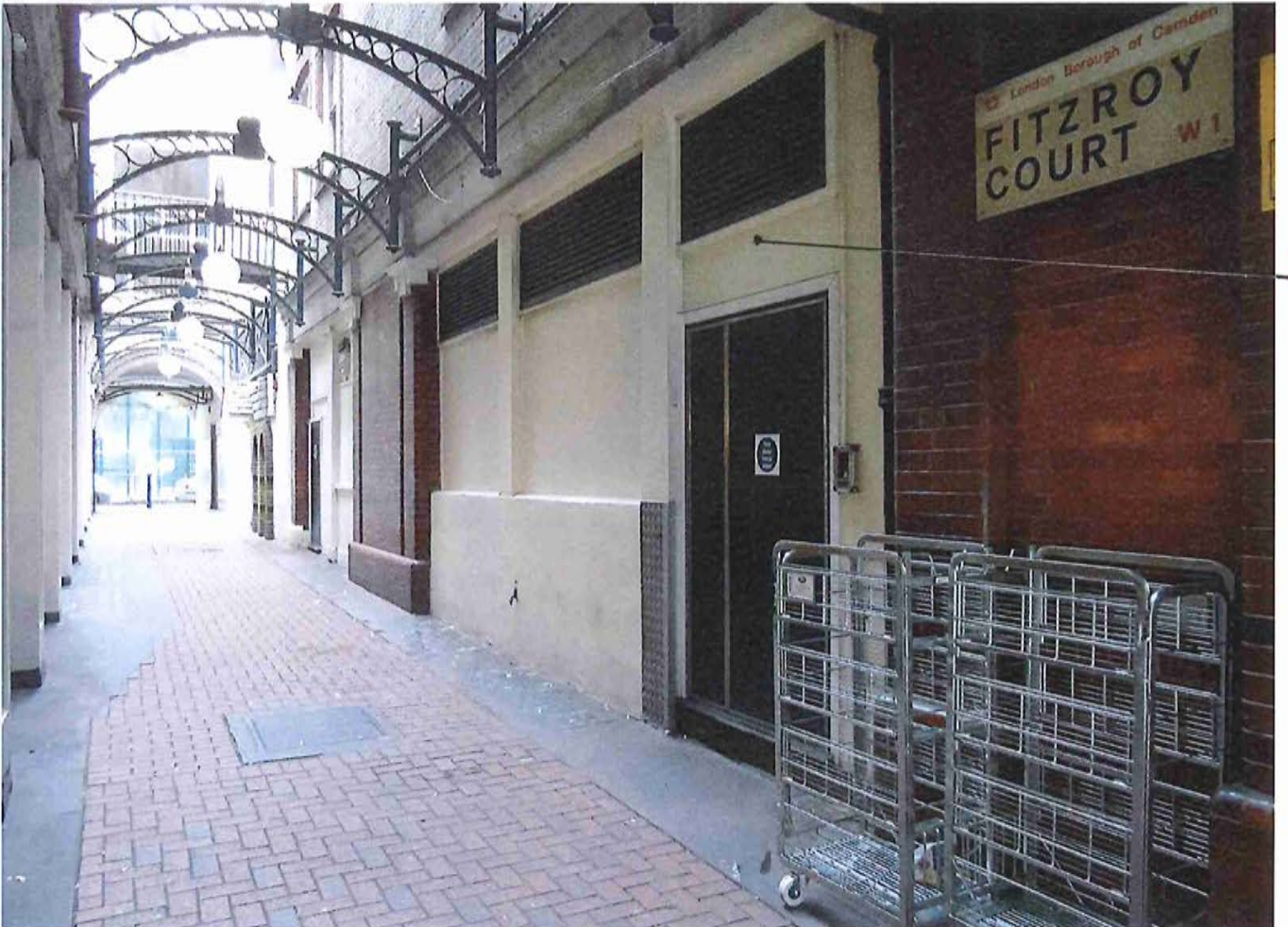
10. SITE PHOTOGRAPHS

The following pages contain recent photographs of the application site.

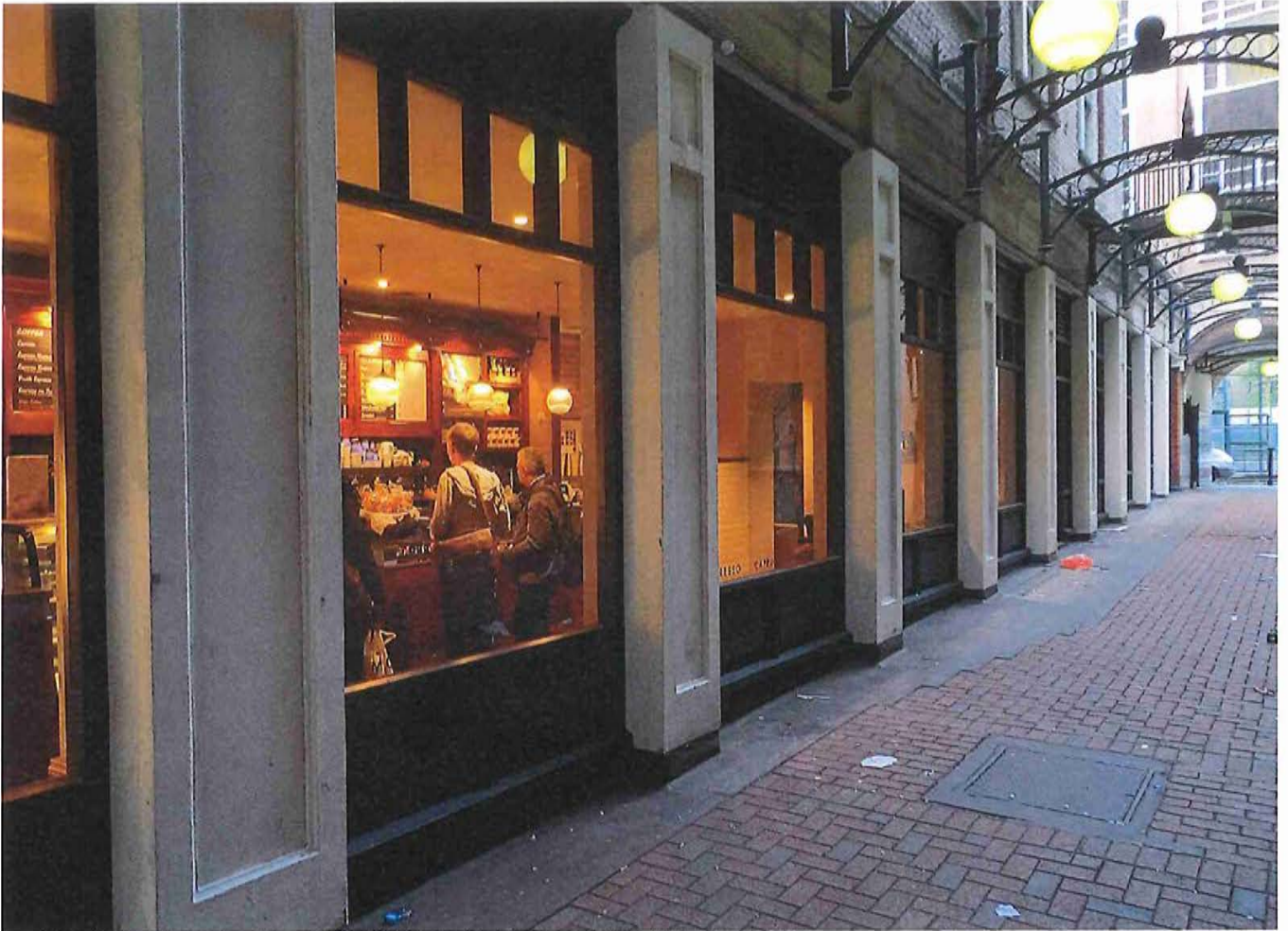
1. FITZROY COURT –LOOKING TOWARDS TOTTENHAM CT ROAD -RED DOT INDICATES SITE



2. THE SITE LOOKING EAST



3. FITZROY COURT PASSAGE – SIDE OF CAFE NERO- OPPOSITE THE SITE



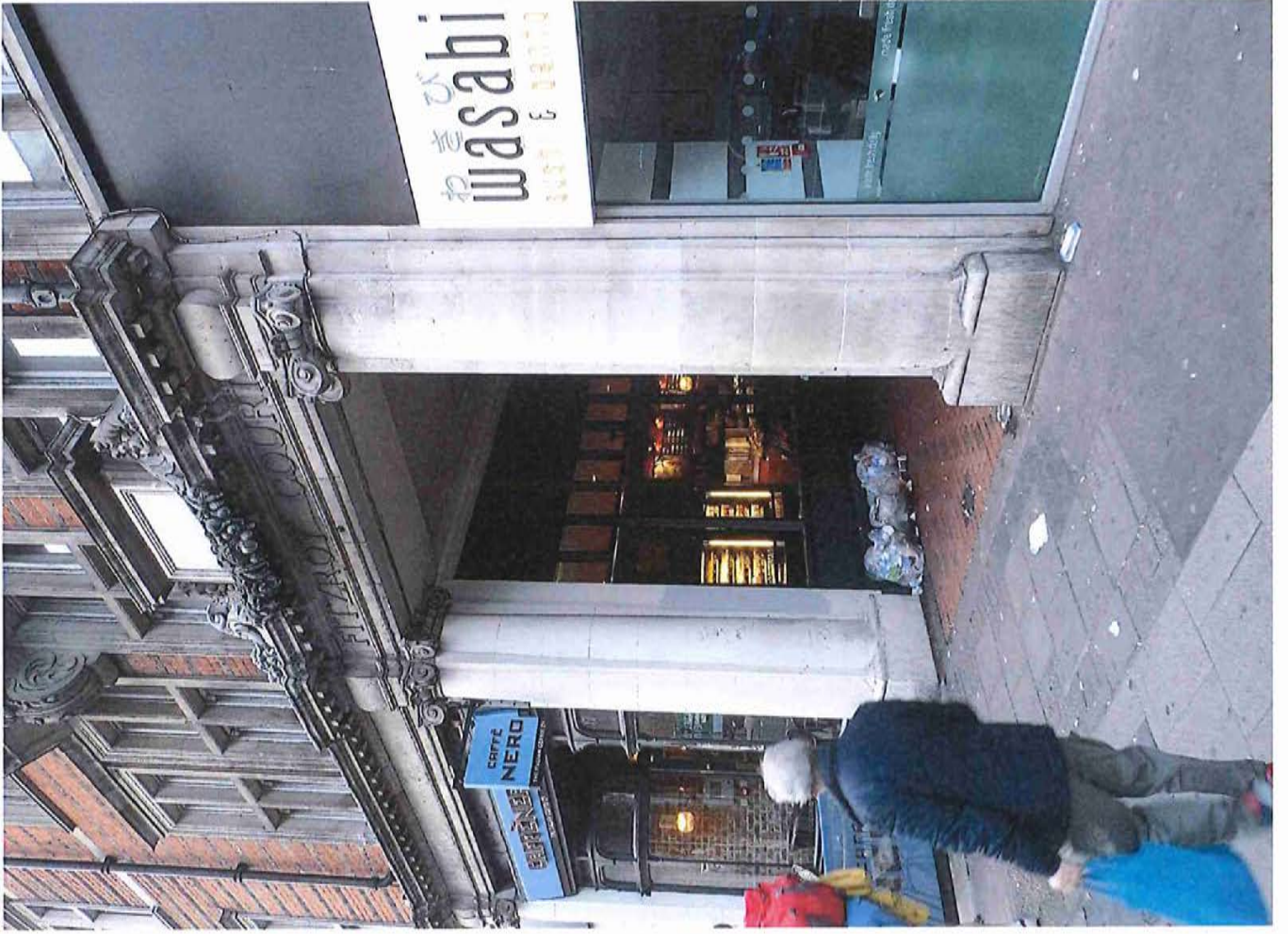
4. TOTTENHAM CT ROAD – ENTRANCE TO FITZROY COURT, HOTEL ABOVE



5. FITZROY COURT – SITE ON THE RIGHT



6. TOTTENHAM CT ROAD- ARCHWAY TO FITZROY COURT



7. PROPOSED LOCATION OF FLUE



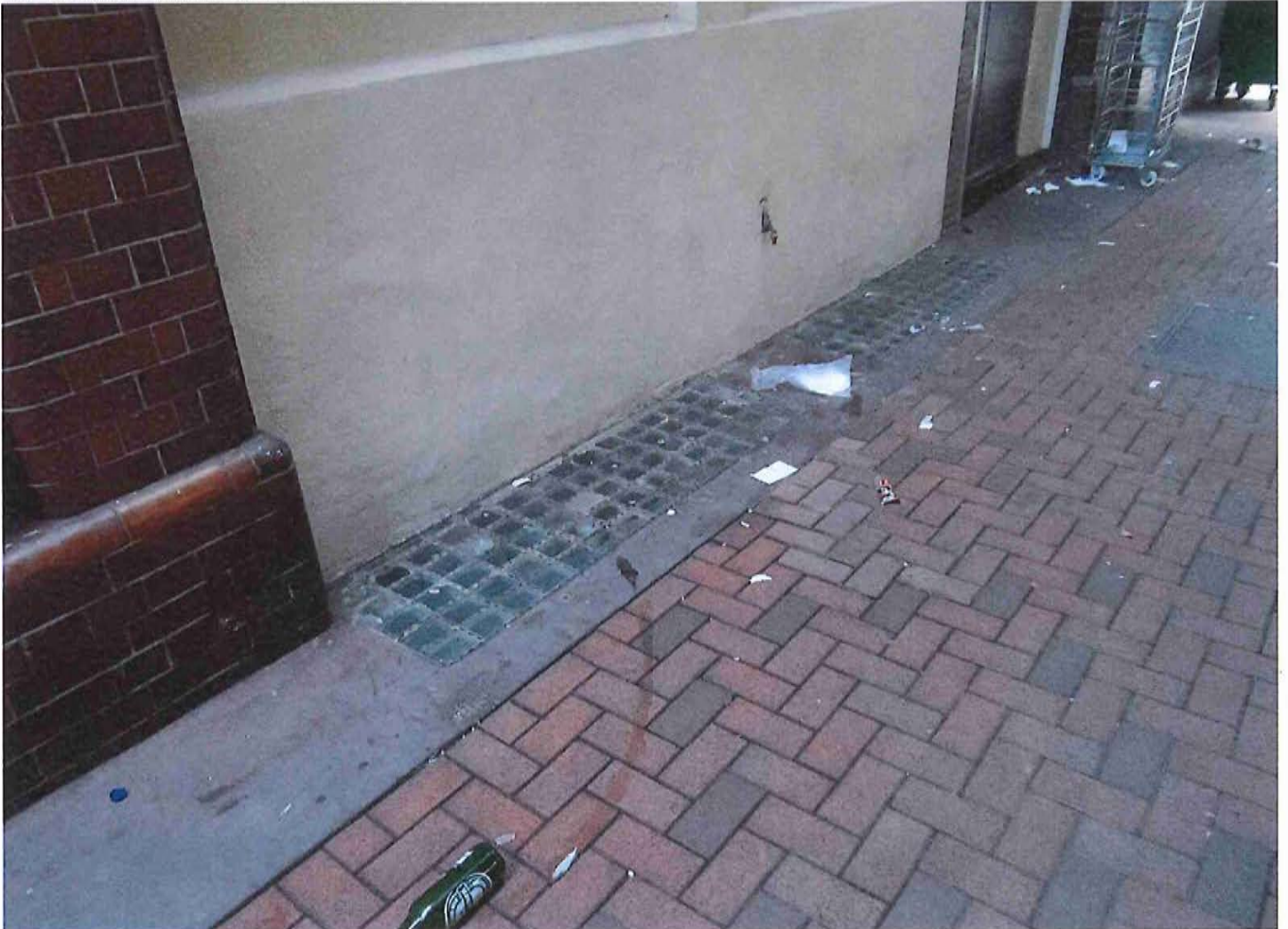
8. WALL- PROPOSED GRAPHIC LOGO LOCATION

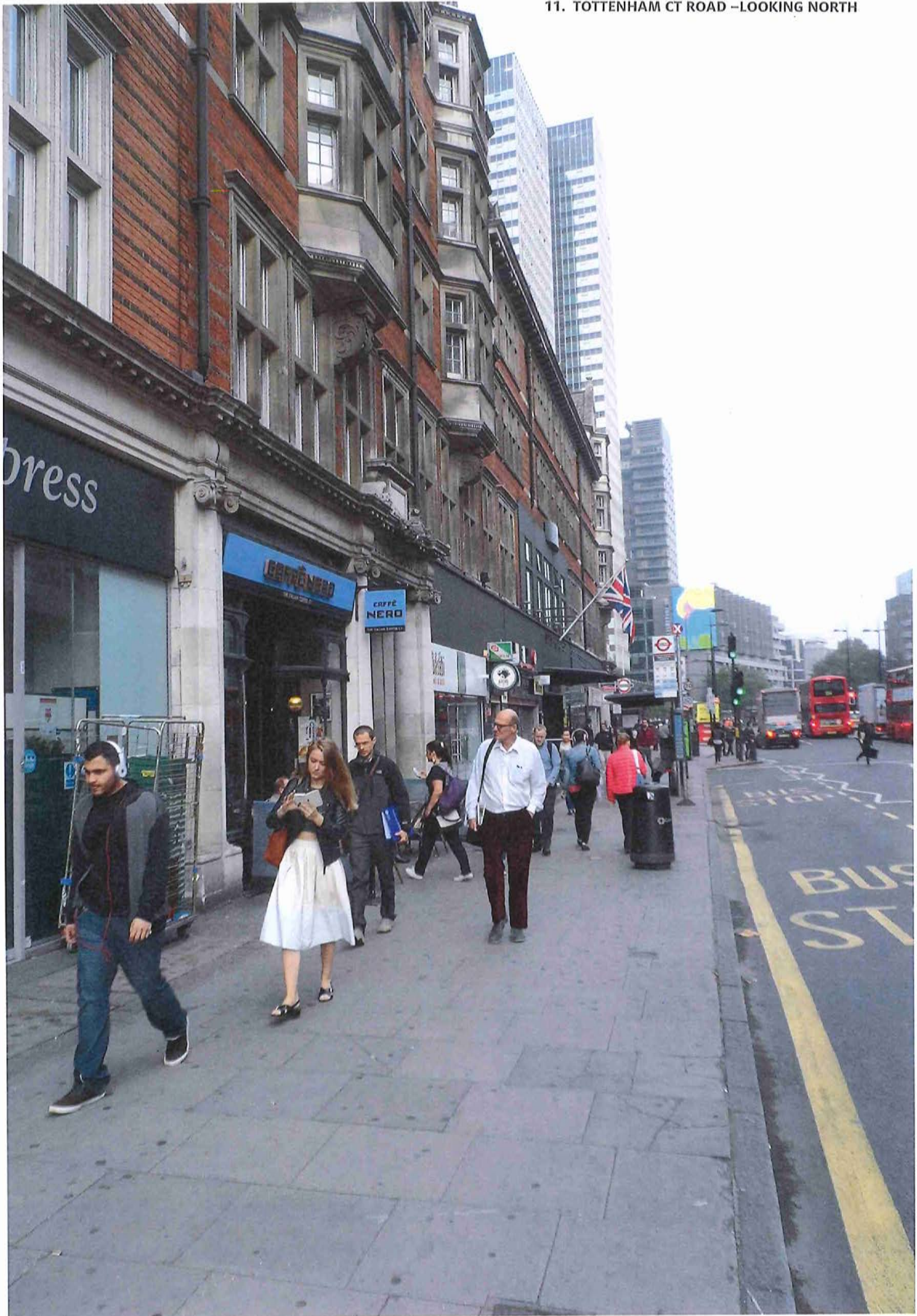


9. FITZROY COURT- SITE ON THE LEFT



10. TYPICAL PAVING IN FITZROY COURT





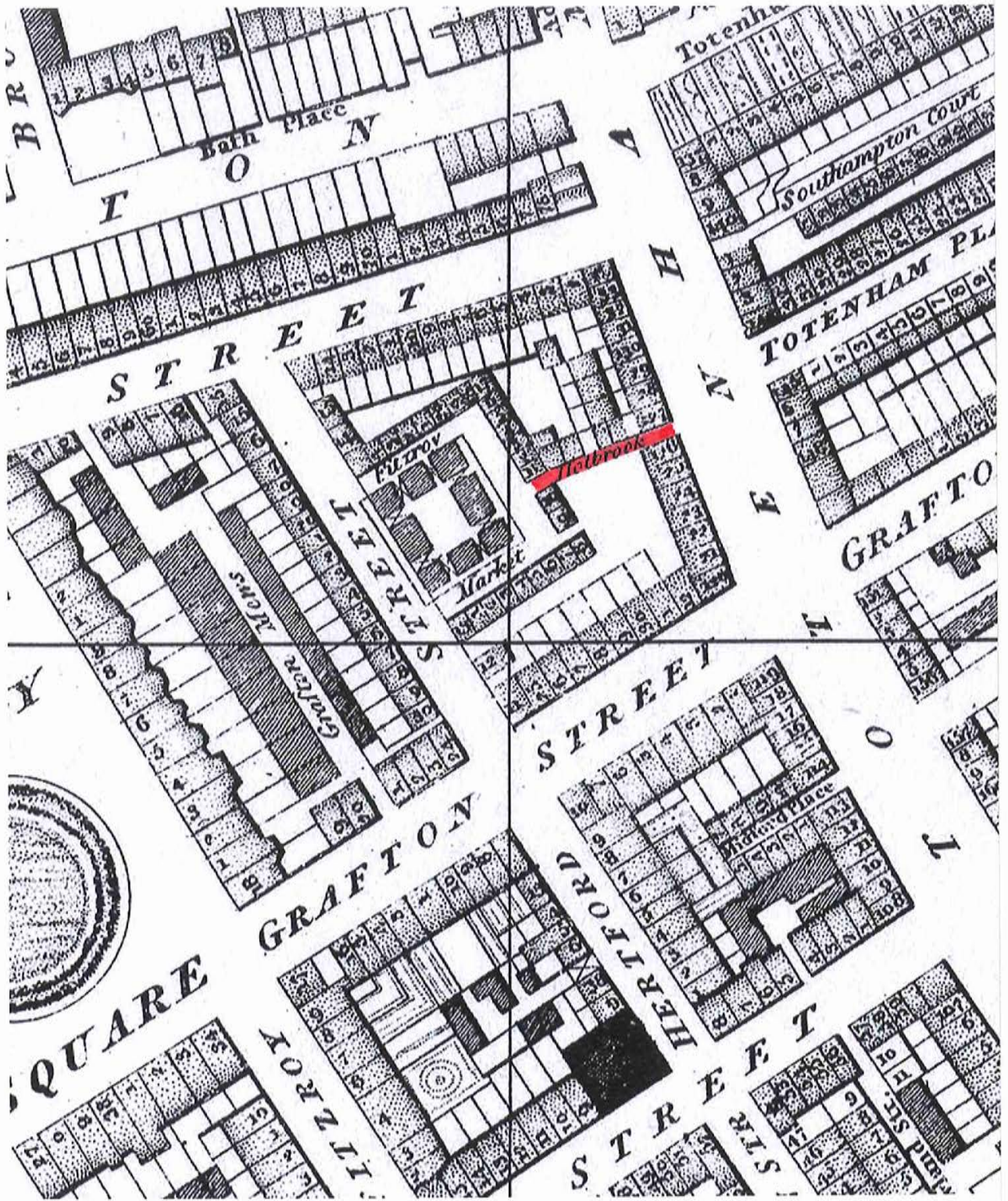
11. LIST OF APPLICATION DRAWINGS (as revised)

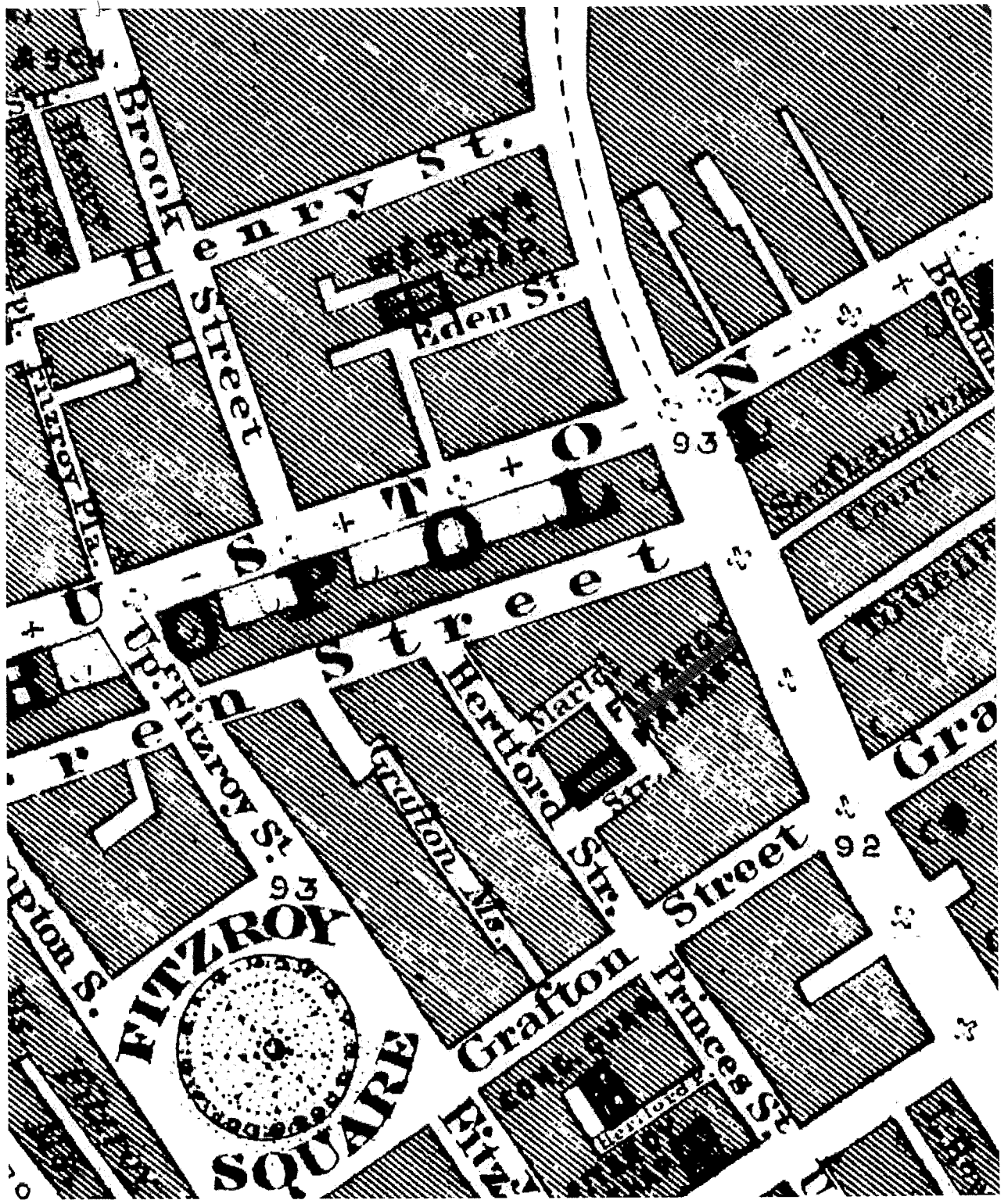
ALL PREFIX 927- PL-

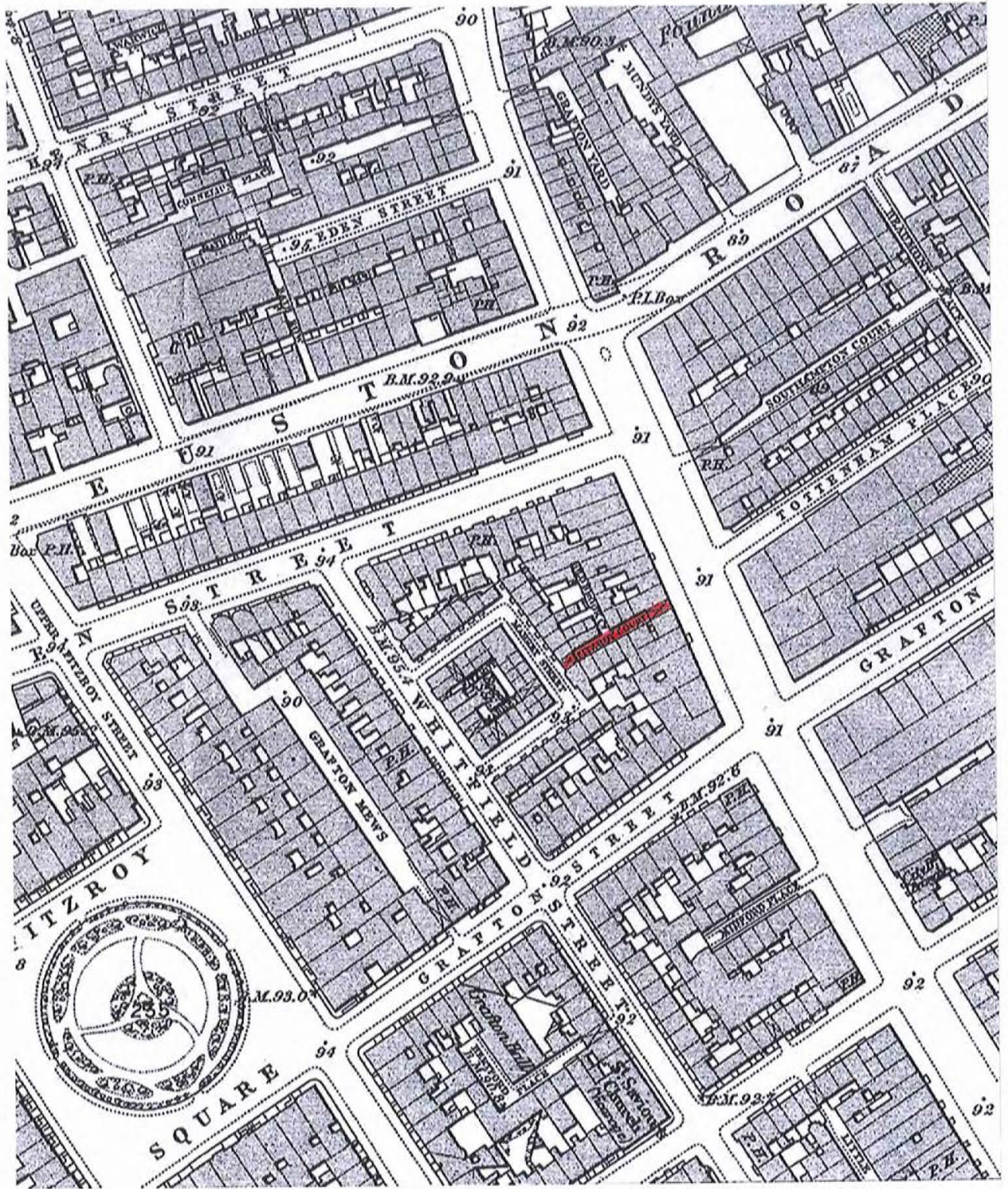
- 01A Location plans 1:1250
- 02A Ground floor showing location of proposal
- 03-10A Hotel floor plans and roof plans, showing position of proposed external flue to roof.
Fitzroy Court :
 - 11 Existing south elevation 1:100
 - 12A Proposed south elevation 1: 100
 - 13 Existing plan and elevation 1:50
 - 14A Proposed plan and elevation 1:50
 - 15 Existing cross section 1:50
 - 16A Proposed cross section 1:50
 - 17A Proposed projecting sign and light fitting. 1:50
 - 18 Proposed new paving (showing line of existing type of paving) 1:50
 - 19 Proposed security roller shutter details 1:50 and image
 - 20 Proposed cross section at Fitzroy Court showing proposed flue 1: 100

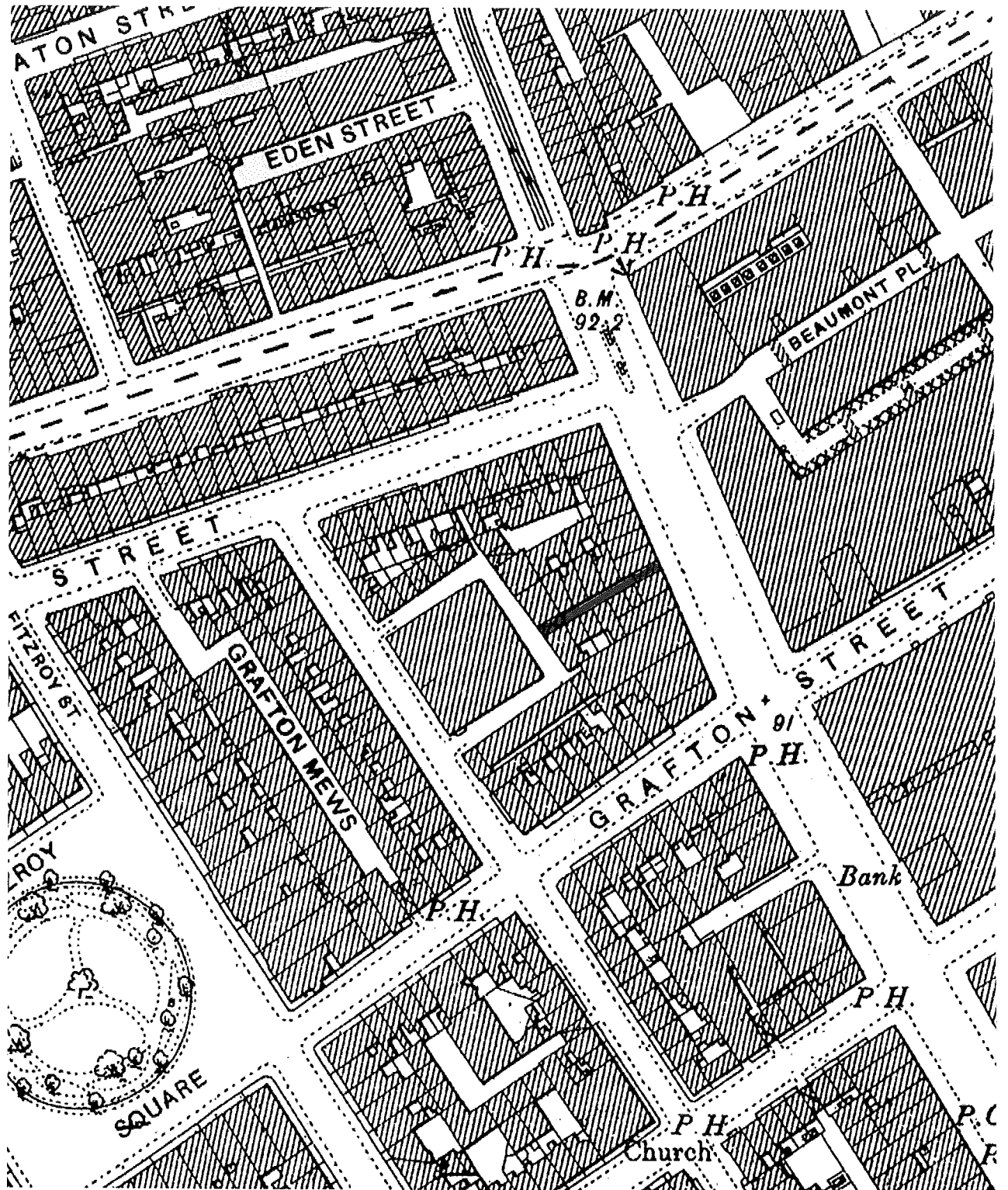
12. APPENDIX

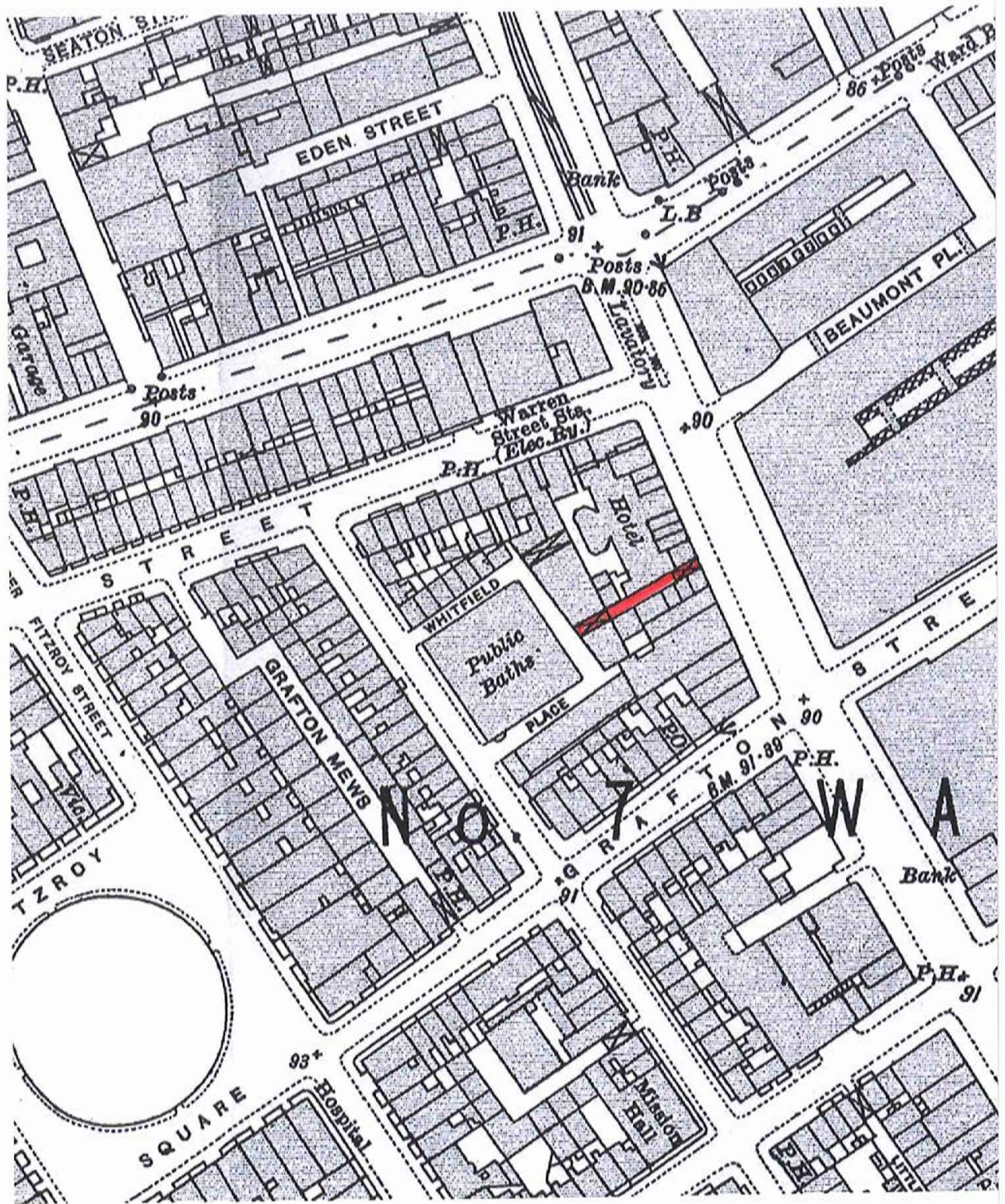
- Historic map regression.
- The Great British Fish Co graphic design guide. (for information only)







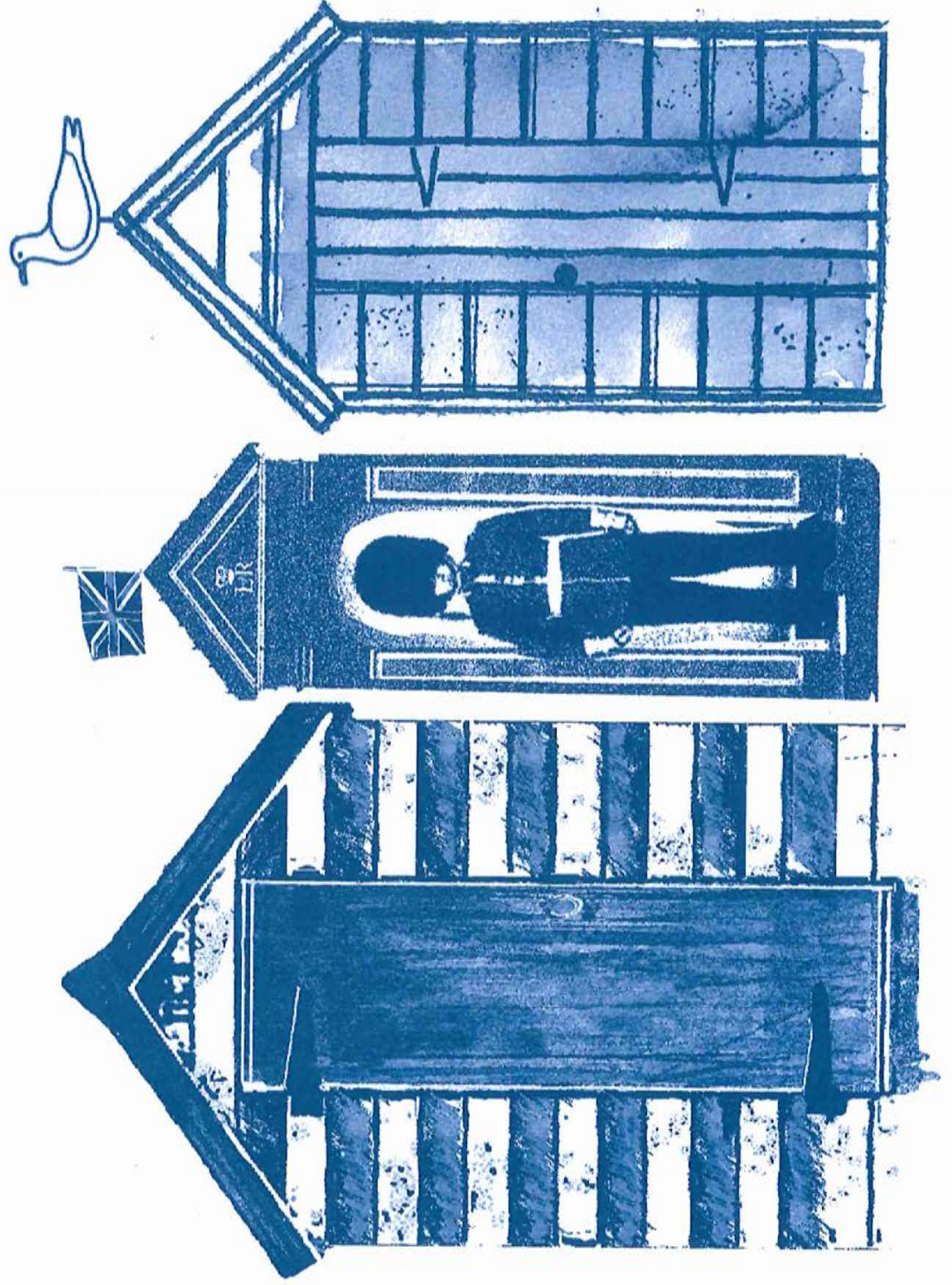




Welcome to
LONDON-ON-SEA

GREAT BRITISH FISHCO

Proudly presenting our
**VISUAL IDENTITY
GUIDELINES**



ABOUT US

Logotype	3
Using the logotype	4
Colour palette	5
Typography	6
Illustrations	7
Applications	8

Our visual identity is based on the simple idea that we share a little taste of the English seaside with the rest of the world, right here in Leicester Square.

We call it London-on-Sea.

Within this document we'll introduce the core elements that make up our visual identity. Each element plays an important role in defining our distinct personality and creating a unified look and feel. Just like our food, our visual identity is simple yet strong.

LOGOTYPE

The Great British Fish Company logotype has been specially designed as a 'stacked' mark, with the word 'company' abbreviated to the word 'Co'.

The logotype is a key visual element of our brand, and should not be altered, redrawn or recreated in any way.

Different versions of the logotype are available for use on white backgrounds (positive version) or on a blue background (reversed-out version).

Wherever possible the logo is positioned 'centered' within layouts. See page 8 for examples of logo positioning.



GREAT BRITISH
FISHCO

USING THE LOGOTYPE

The full-colour version of the logotype should be used wherever possible.

The logotype can appear as a standard positive version (for light backgrounds) or a reversed version (for dark backgrounds).

When printing in a single colour (black) the greyscale version should be used.

We have defined an exclusion zone that prevents other elements reducing the prominence of the logotype.

The logotype should always be legible, therefore the smallest size the logo should be reproduced at is 20mm.

Always use master artwork EPS files when reproducing the logotype.

Positive logotype

GREAT BRITISH
FISHCO

Greyscale logotype

GREAT BRITISH
FISHCO

Reversed-out logotype

GREAT BRITISH
FISHCO

GREAT BRITISH
FISHCO

Exclusion zone



Minimum size



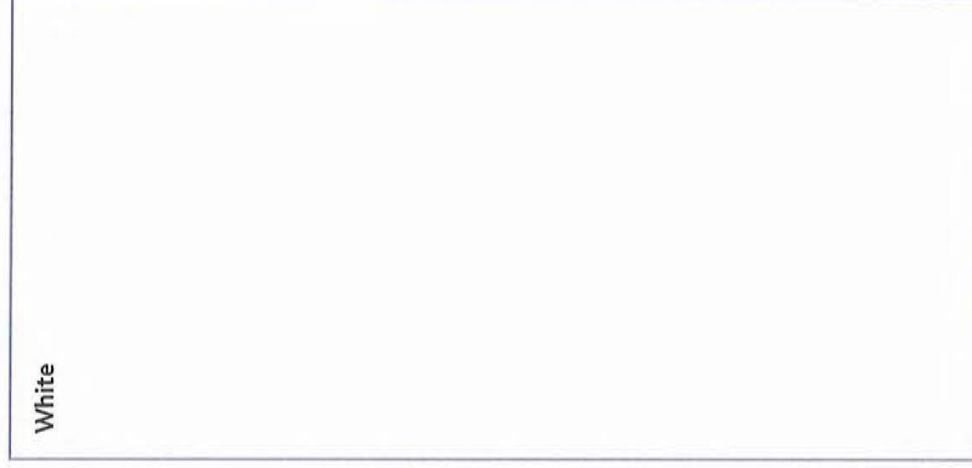
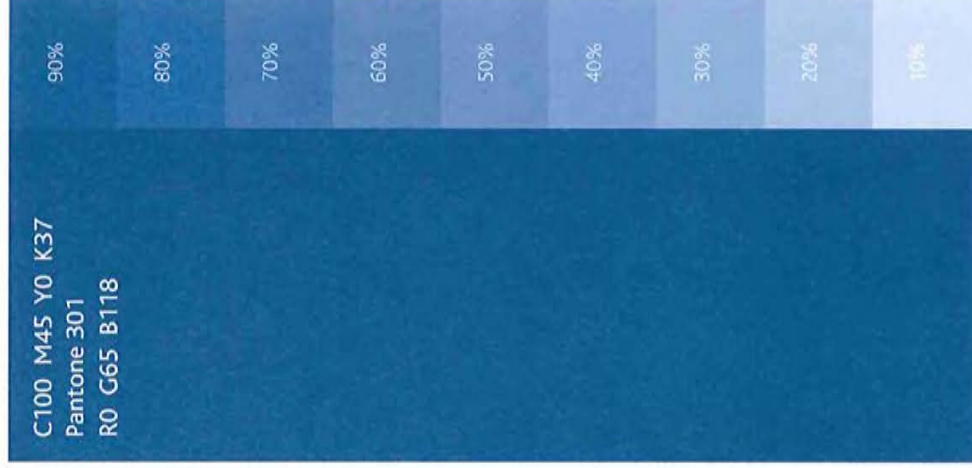
COLOUR PALETTE

The Great British Fish Company identity uses just one colour: Blue.

Referencing the ocean and the British Union flag it's a natural choice for our brand. This is used together with white and creates a simple yet effective look.

To the right are the Pantone references and colour breakdowns. Percentage tints of the blue can be used to differentiate information. Use the tints sparingly and only where necessary.

ALWAYS REQUEST A PROOF, TEST SHEET OR SAMPLE TO ENSURE COLOURS ARE REPRODUCING CORRECTLY. THE CMYK BREAKDOWN IS THE MOST FREQUENTLY USED COLOUR SYSTEM AND SHOULD BE USED AS A REFERENCE WHEN MATCHING ALTERNATIVE COLOUR SYSTEMS.



TYPOGRAPHY

There are two typefaces in the Great British Fish Company visual identity:

Primary font – Bliss

Secondary font – Baskerville Italic

We use uppercase Bliss Bold or Heavy for all headings, with body copy set in Bliss light or regular.

We use Baskerville Italic for highlighting secondary information eg. menu descriptions. See below an example showing how both typefaces can be used together:

DESSERTS

Jude's Dairy Ice-Creams £3.50

Jude's selection of ice-creams and frozen yoghurt.

Ice-creams: Very vanilla, double choc, strawberry lease, salted caramel Frozen yoghurts: Mango & passion fruit

These typefaces are available in a range of weights for setting documents that require several levels of hierarchy.

Keylines

To add structure and aid navigation we often use both thick and thin keylines within typographic layouts. Examples of keyline usage can be seen throughout this document.

Heading fonts

Bliss Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890.,?!@£\$%&()''''

Bliss Heavy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890.,?!@£\$%&()''''

Secondary font

Baskerville Italic
abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
1234567890.,?!@£\$%&()''''

Body copy fonts

Bliss Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890.,?!@£\$%&()''''

Bliss Medium
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890.,?!@£\$%&()''''

ILLUSTRATION

Our bespoke illustrations bring character and humour to our visual identity.

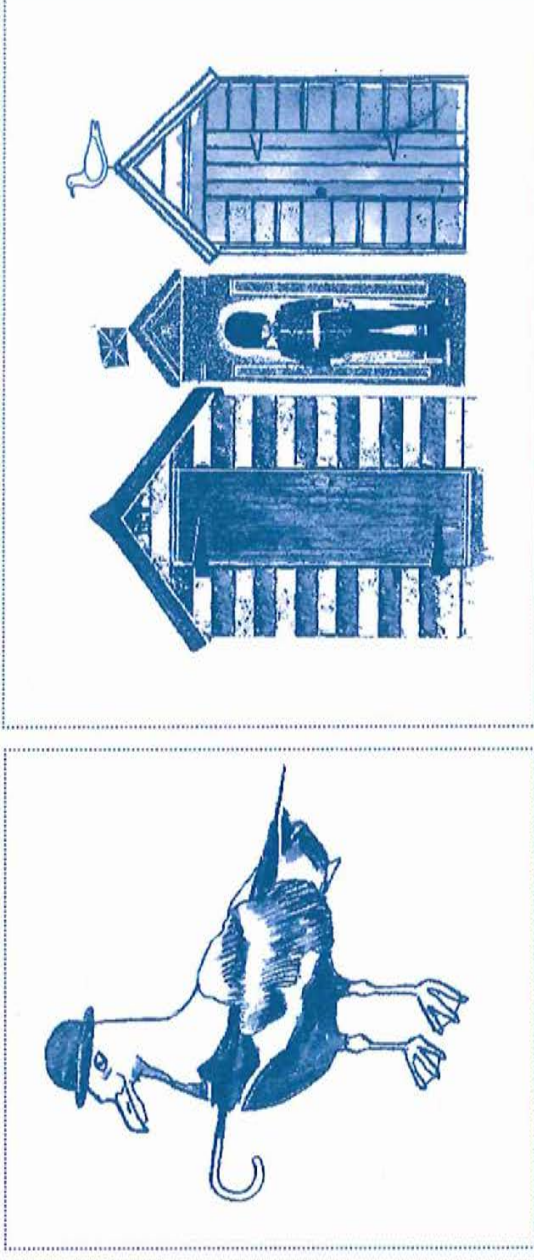
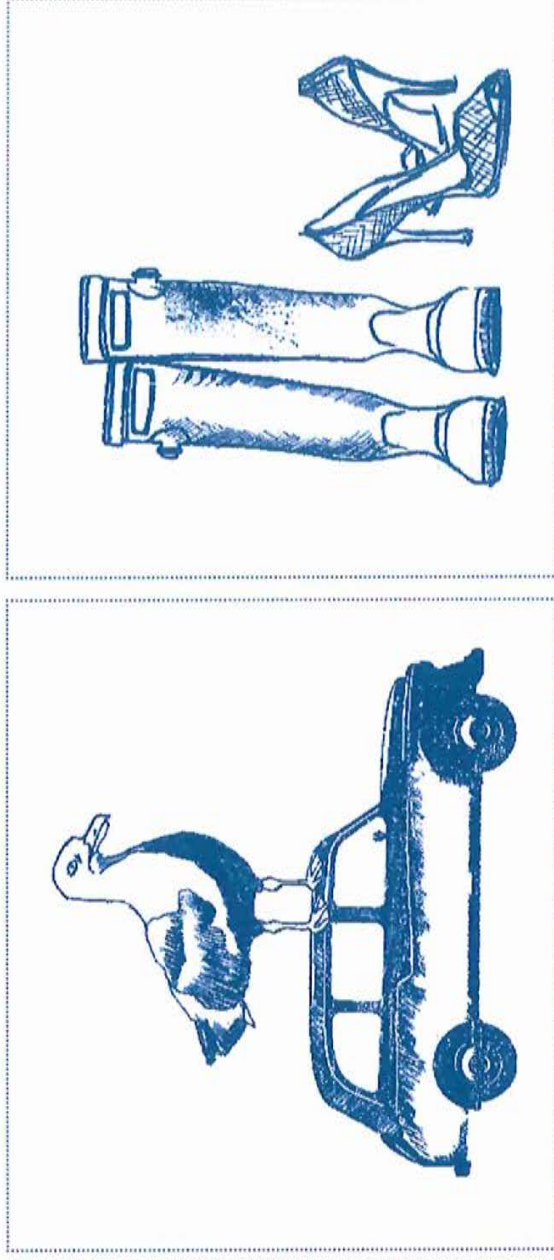
These illustrations reflect our brand idea of bringing the seaside to London or as we like to call it, 'London-on-sea'.

These illustrations feature on our webpage, takeaway menus and exterior awning.

The illustrations should always be coloured up in blue or can be white when reversed out of the blue.

Please contact the EGL marketing team to access these illustrations.

(The illustrations will be supplied as a bitmap, they will need to be coloured up in the blue according to your application).



THANKS

For further information about our visual identity, please contact the EGL marketing team.

