

DESIGN AND ACCESS STATEMENT
TOWN AND COUNTRY PLANNING
ACT 1990

24, Cambridge Circus
London
WC2H 8AA

October 2014

Refurbishment of the Restaurant

24, Cambridge Circus

ACCESS AND DESIGN STATEMENT

The Site

The site is an existing town centre restaurant situated in a prominent location on Cambridge Circus with other elevations fronting Charing Cross Road and Shaftesbury Avenue. The application relates to the refurbishment of the shopfront, with minor additions and redecoration of the external façade to bring in line with the Corporate Identity.

An application has recently been approved for the Change of Use from A3 to A3/A5 (2014/3237/P).

Policy

The store is located within the Seven Dials Conservation Area and identified as a building, which makes a positive contribution. The Camden Core Strategy and Development Policies, adopted 2010 were reviewed for policies related to the development. Furthermore, the relevant guidance for the Seven Dials Conservation Area and the Camden Planning Guidance (CPG1) were reviewed for the parameters of design.

Policy CS14 and DP30 confirms that new and altered shopfronts on buildings should be built to the highest standard to preserve or enhance the character of Camden's rich and diverse heritage assets and their setting.

These policies and guidelines have been considered within the final design, to ensure that the refurbished shopfront is of a design that is coordinated with the original building and surrounding area.

Consultation

The design proposals have been previously developed on other McDonald's town and city centre sites and valuable knowledge has been gained from amenity groups, neighbours and local authorities, which has led to the final design we are proposing.

Corporate re-imaging

The McDonald's shopfront design has been reviewed in the high street and in line with the re-imaging campaign, McDonald's wish to introduce their new brand standard, using the modern subtle colours and materials to this restaurant.

This corporate identity involves retaining the existing marble columns and painting the fascia board khaki green, with new full height windows and new automated sliding doors.

A replacement signage scheme in line with our clients new corporate branding is to be introduced, with halo illuminated individual text letters and golden arches.

The current awnings will be replaced with plain khaki green awnings, as shown on the drawing, in line with para 7.19, Camden Planning Guidance (CPG1).

The Proposal

In brief the proposals include interior and exterior refurbishment works, as below;

- Existing marble columns and shopfront to be retained;
- Stall raisers to be re-tiled in a dark grey ceramic tile;
- New fully automated swing doors, finished dark grey (RAL 7022);
- Installation of new full height windows, finished dark grey (RAL 7022);
- Retention of frosted glass to the Shaftesbury Avenue elevation;
- Retained existing external lighting;
- New halo illuminated signage;
- New retractable khaki green awnings, to replace existing;
- Installation of 1no. 47" LED promotional screen inside the restaurant;
- A full interior refurbishment and redecoration.

The Design

The proposed design will be viewed in five sub-headings relating to the site and it's surrounds. These are - **Amount, Scale, Layout, Appearance and Landscaping**.

Amount: The reimagining of the restaurant centres on the external façade of the building, therefore, no other buildings will be erected on-site, nor changes made to the existing site layout. With this in mind the impact of the works to be carried out to the immediate site and surrounding area would see no alterations to size or shape.

Scale: As mentioned above, the building will not change in shape or size.

Layout: There are no new uses to the building. All existing space in and around the site will be unaltered and unaffected. A new set of doors will be installed on Charing Cross Road, to allow the operation of the restaurant and the door on Shaftesbury Avenue has been closed with the installation of new timber window frames.

Appearance: The building will have all signage replaced to match McDonald's contemporary feel. As outlined in the earlier Proposals section, the aesthetics of the buildings facades will introduce a new subtle pallet of colours, which will complement the surrounding area, with full height windows, creating a sleek, contemporary feel.

No works will be carried out above the ground floor shopfront level.

Landscaping: This proposal relates to a High Street Store and thus no landscaping is included within the proposal.

Access Issues & Principles

In accordance with current Building Regulations, disabled access to McDonald's has been accommodated within company policy by the following facilities and processes.

- Store access is via automated glazed doors. Please see McDonald's Access statement for Building Regulation compliance in relation to emergency egress, finishes and access widths.
- All internal floor finishes facilitate wheelchair access into and within the store. All floor finishes have low slip coefficient rating.
- Corridor and passing widths are sufficient to allow access by staff and visitors to all areas.
- Lighting levels are sufficient to provide good visibility for movement within the space and to illuminate directional and informative signage.
- Seating provision is sufficient to allow wheelchair access to at least 30% of internal seating.
- On request, a member of staff will be available to assist in product selection, purchase and carriage of purchase to place of chosen onsite consumption.
- All aspects of the development, in terms of accessibility, will be maintained to ensure that the facilities continue to be available to the public.
- It is McDonald's company policy to provide accommodation where practical in all and any way possible to facilitate the needs of customers and staff whilst within the McDonald's retail environment.