



**MARCH & WHITE**  
INTERIORS ARCHITECTURE YACHTS

**DESIGN & ACCESS STATEMENT**

**(INCORPORATING PLANNING ASSESSMENT)**

**100 NEW OXFORD STREET, FITZROVIA, LONDON, WC1A**

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### 1.0 INTRODUCTION

- 1.1 This Design and Access statement supports a planning application proposing to refurbish the main office entrance of 100 New Oxford Street on behalf of Tishman Speyer Ltd.
- 1.2 The statement sets out an explanation of the design and access considerations which have led to the final form of the application proposals. These comprise replacing the existing external entrance doors, canopy and glazing to the ground floor reception area and entrance.

### 2.0 SITE DESCRIPTION & CONTEXT

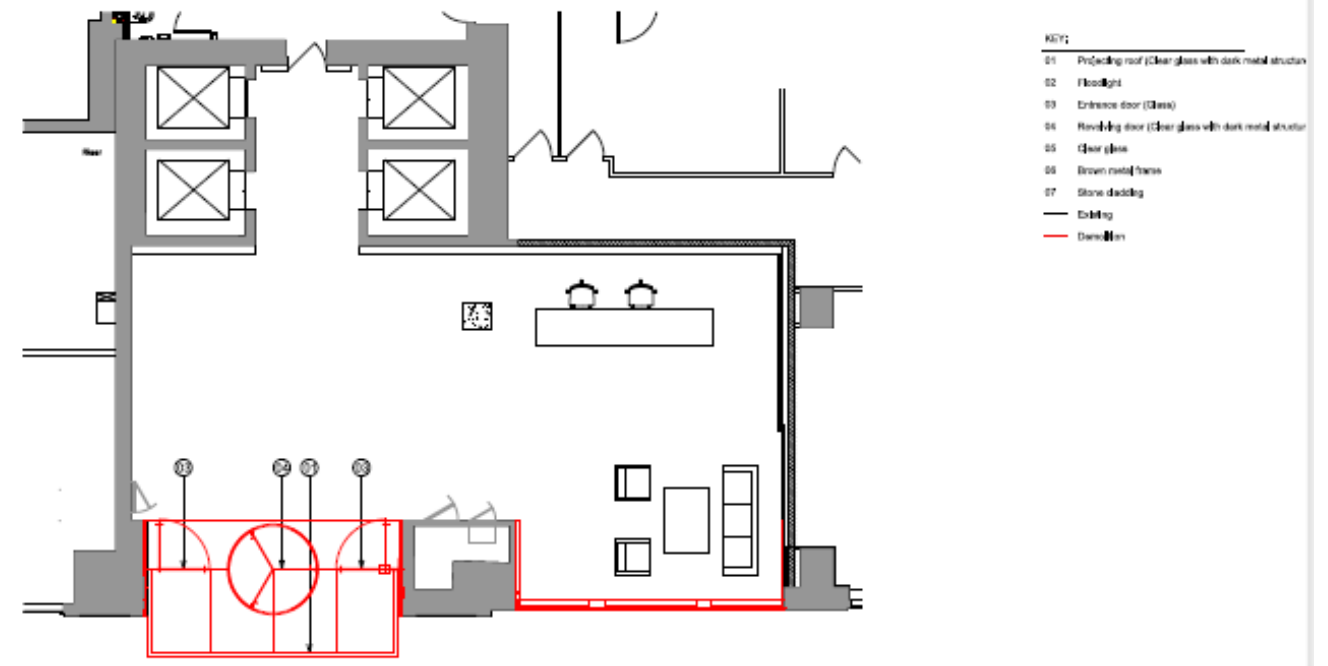
#### *Existing Building – Prospect House 80-110 New Oxford Street*

- 2.1 Prospect House is a nine storey building including two levels of basement that is situated on New Oxford Street within the Bloomsbury Conservation Area. It was originally built in circa 1930, and underwent considerable renovation in 1997. The building is not statutorily or locally listed.
- 2.2 The property is in mixed use comprising 17,469 sq.ft of retail and office floorspace at ground floors and basements along New Oxford Street, with approximately 88,000 sq.ft of office space on the floors above.
- 2.3 The property is located on the north side of New Oxford Street, close to the junction with Tottenham Court Road.
- 2.4 The site is well served by public transport, in close proximity to Tottenham Court Road, Holborn and Goodge Street Underground Stations. The area is also served by a number of bus routes. In addition to this National Rail connections are located at Euston Station to the north of the site.
- 2.5 Tottenham Court Road Station is currently undergoing extensive modernisation as part of plans for cross rail – the new rail link will run 118km from Maidenhead and Heathrow in the west, under central London to Shenfield and Abbey Wood in the East.

<b>1.0</b>	<b>INTRODUCTION</b>
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1) Site Photo: Front elevation of 100 New Oxford Street



2) Existing layout of main entrance to office building

*Site History*

**3.0 APPLICATION PROPOSALS**

3.1 The application proposals have emerged from comprehensive assessment of the site with the client and the design team. The application proposals are as follows:

- The reconfiguration of the existing office entrance, with the relocation of revolving doors and pass doors to the right of the revolving door.
- New metal reveal with dark tone finish around the main entrance façade.
- New shop front window set within a metal frame, with mullion bars providing historic detailing.
- Replacement canopy, erected slightly higher than the existing, as illustrated in fig. 5.
- New branding and signage ‘100 New Oxford Street’ on canopy.

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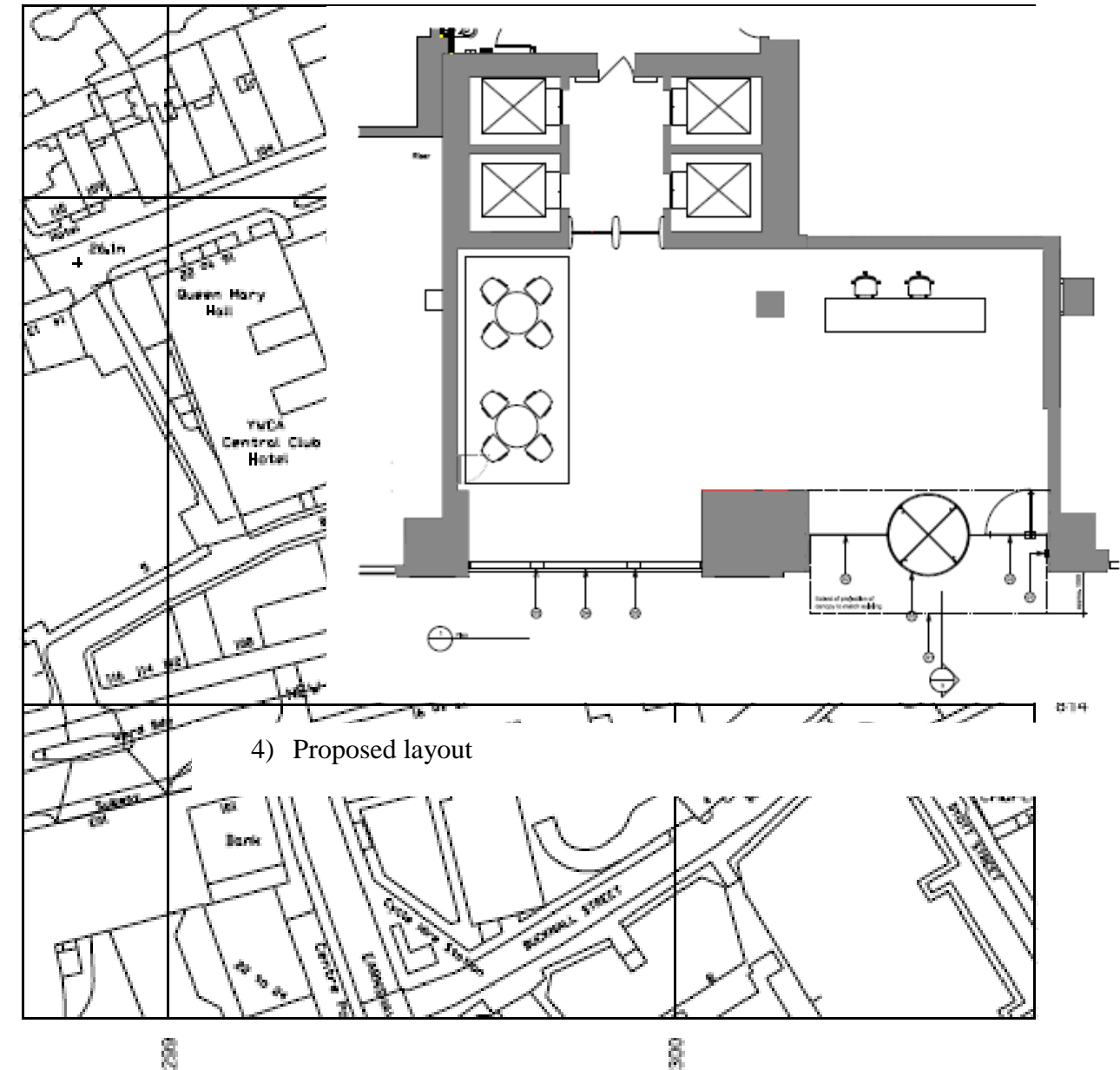
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*Bloomsbury Conservation Area*

2.8 100 New Oxford Street (formerly Prospect House) is located in the Bloomsbury Conservation Area and falls within the New Oxford Street / High Holborn / Southampton Row sub area which is characterised by areas of large scale late 19<sup>th</sup> and 20<sup>th</sup> century blocks fronting busy thoroughfares. Development followed the construction of new routes combined with the widening of earlier streets, thereby cutting through the earlier 17<sup>th</sup> and 18<sup>th</sup> century street pattern.

2.9 Along the north side of New Oxford Street and the east side of Tottenham Court Road the buildings tend to be large scale early 20<sup>th</sup> century commercial buildings. They are generally of four principle storeys, faced in Portland stone with classical detailing and tall steel framed windows extending between the first and third floors. The New Oxford Street and Tottenham Court Road junction is a hub of activity for vehicles and pedestrians.

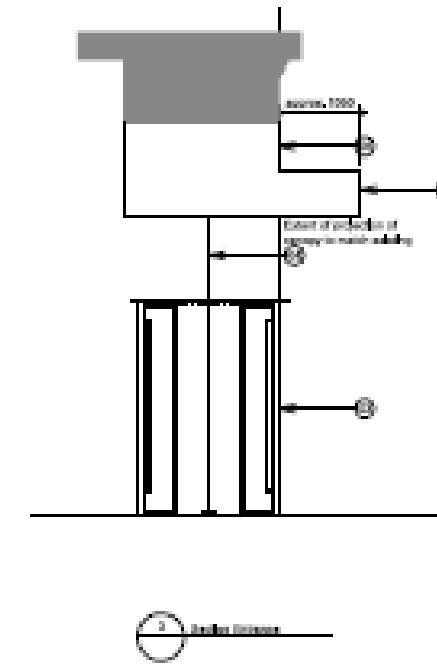
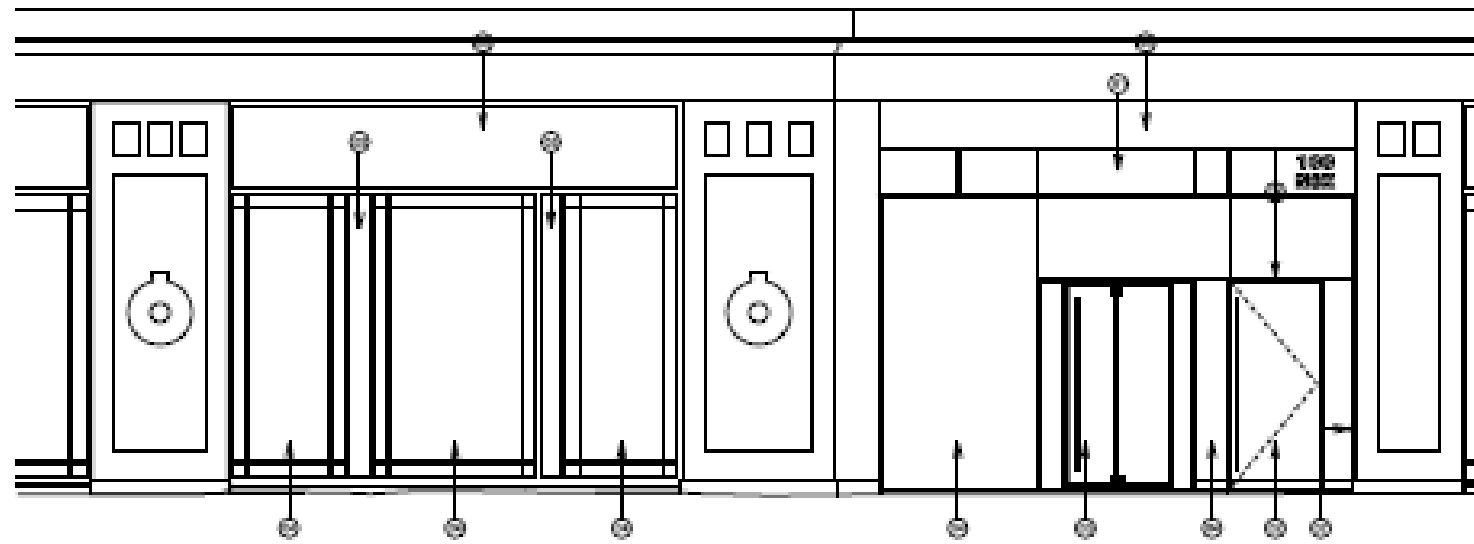
2.10 The façade of 100 New Oxford Street is accentuated by a series of Corinthian columns between which are single and tripartite metal framed windows. The building comprises two floors at basement level, four main storeys with a fifth set back floor and two attic storeys in the mansard roof. The frontage contains arched Diocletian window openings and has a continuous cornice line at parapet level.



1) Site Location Plan

3) Site Location Plan

6) Proposed Elevations



4.0 I

4.1 S

5) Proposed layout match the

4.2 As part of the design evolution, two options were considered for the shopfront window, at pre-application stage. Officer comments indicated that the option of creation of a window inset within a dark metal frame, with mullion bars was preferable as this reflected the design of the surrounding shopfronts and would help to blend the new shopfront with other premises.

4.3 The application seeks to replicate the design elements of the consented office entrance, with the use of design and materials to ensure that there is no material change to the office entrance.

#### MATERIALS

4.4 Dark metal frame to window and entrance reveals

4.5 Dark metal canopy with signage lettering '100 NOX'

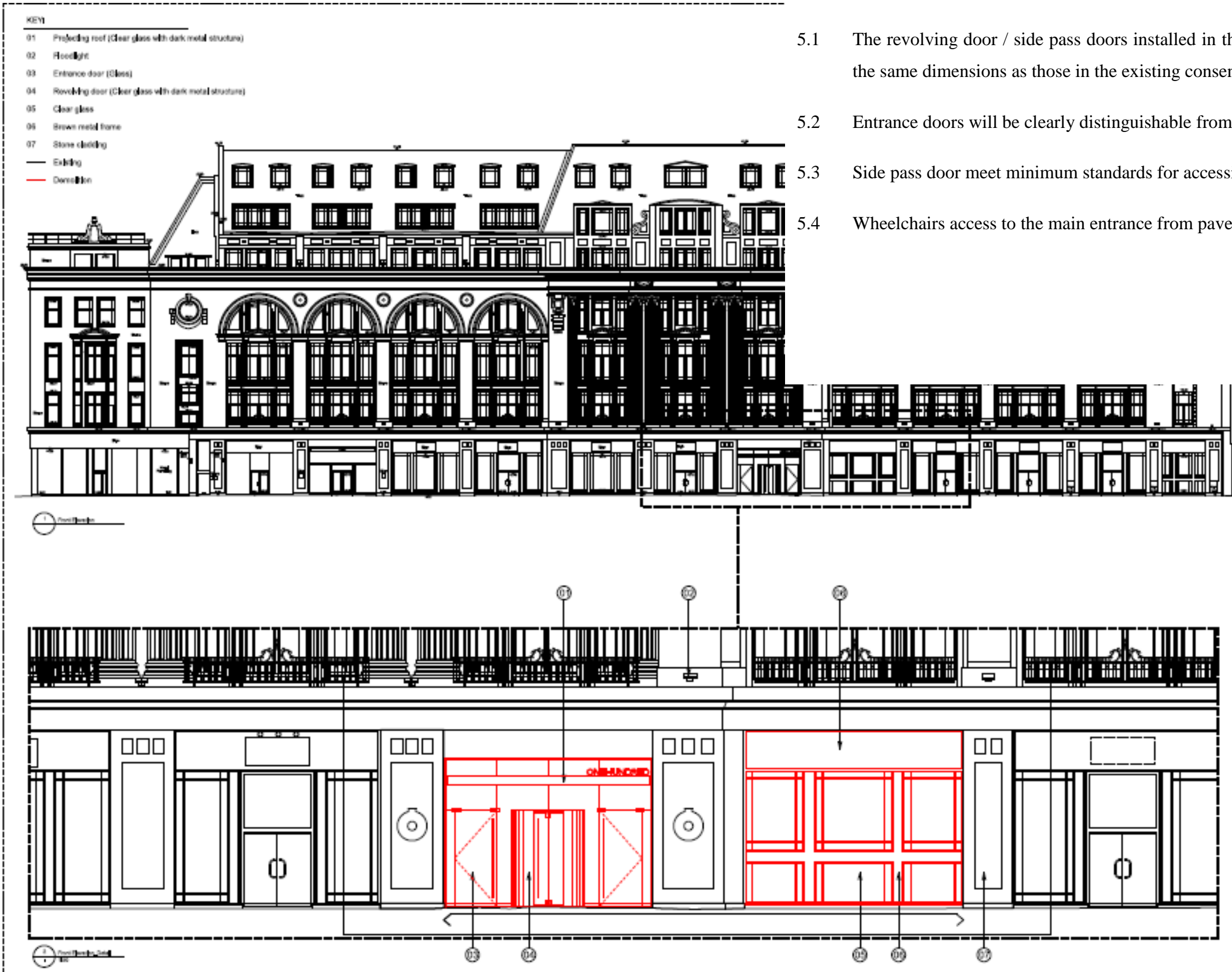
4.6 Glass windows / pass doors and revolving door. The revolving door is to be framed and have a solid lid in dark metal.



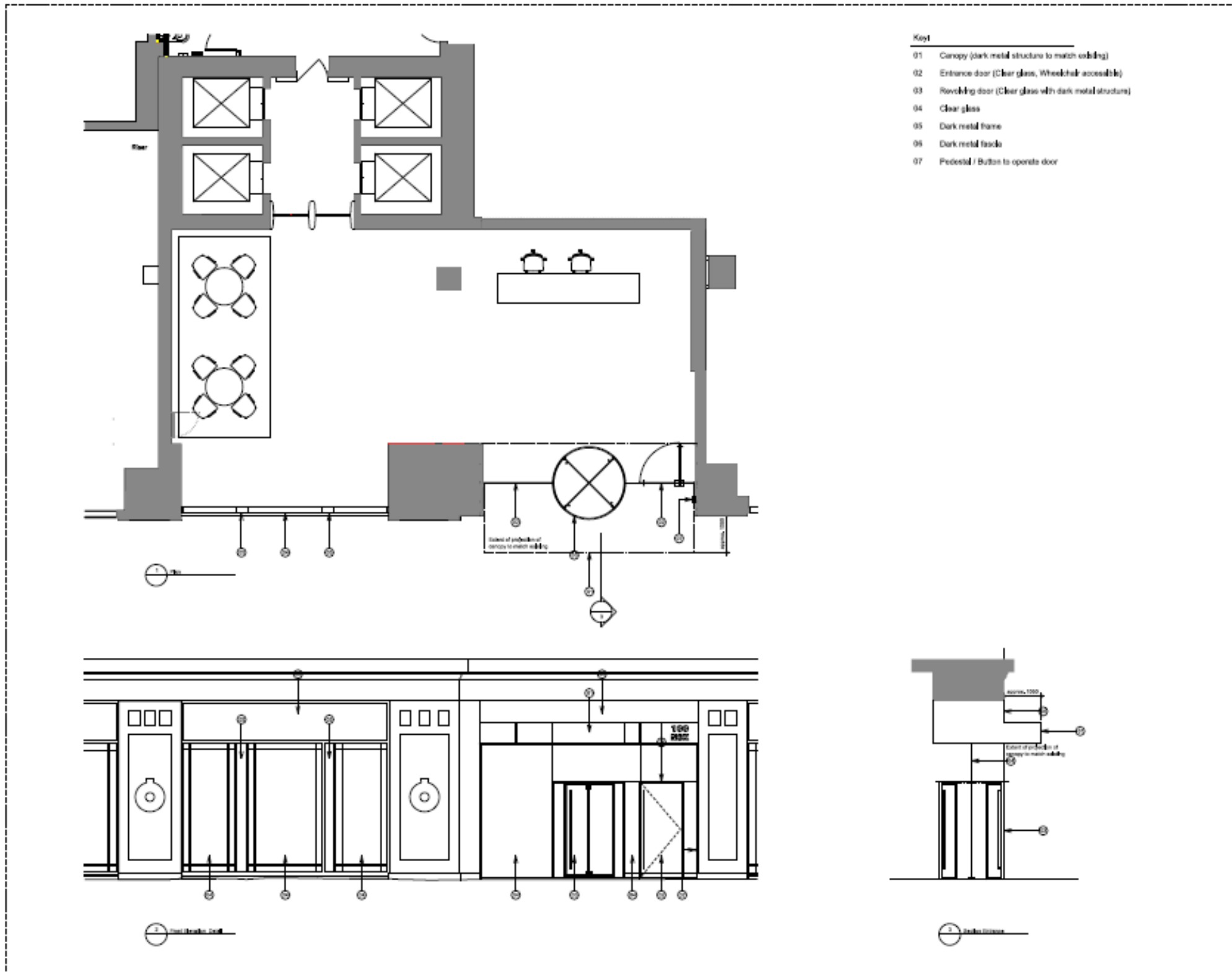
7) Artists representation of proposals

5.0 ACCESS

- 5.1 The revolving door / side pass doors installed in the replacement office entrance, will have the same dimensions as those in the existing consented office entrance
- 5.2 Entrance doors will be clearly distinguishable from the facades and be visible when closed.
- 5.3 Side pass door meet minimum standards for accessibility by disabled users.
- 5.4 Wheelchairs access to the main entrance from pavement level



**PROPOSED LAYOUT**

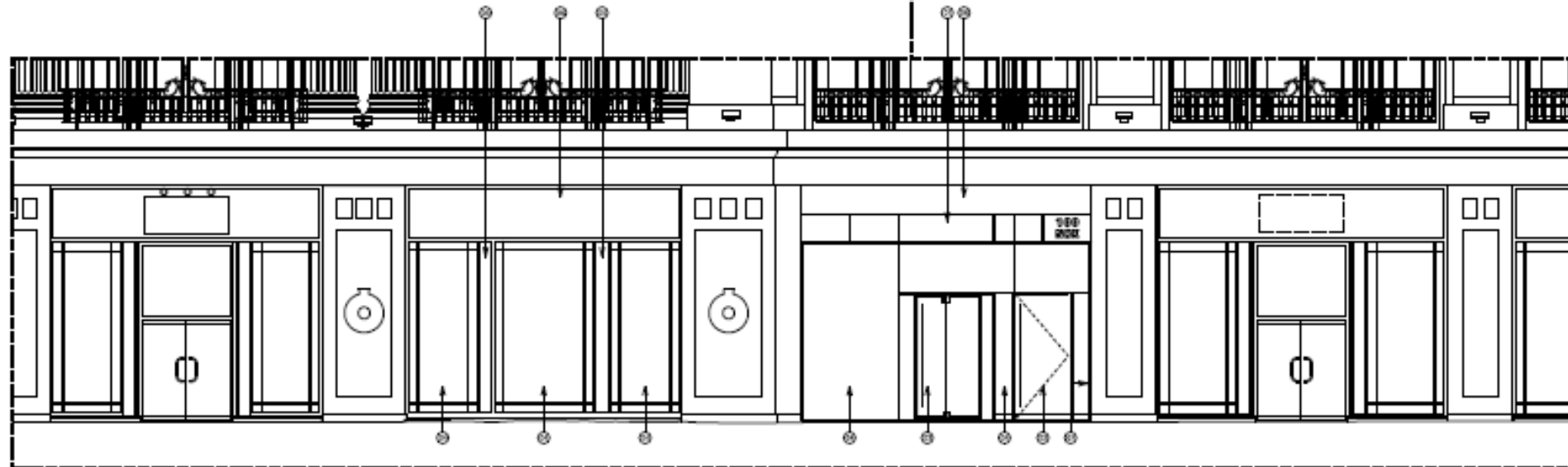
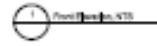


**PROPOSED ELEVATIONS**



Key

- 01 Canopy (dark metal structure to match edging)
- 02 Entrance door (Clear glass, Wheelchair accessible)
- 03 Revolving door (Clear glass with dark metal structure)
- 04 Clear glass
- 05 Dark metal frame
- 06 Dark metal fascia
- 07 Pedestal / Button to operate door



**COMPARISON OF EXISTING / PROPOSED CANOPIES:**

**6.0 CONCLUSION**

- 6.1 This application is to reposition the entrance in order for the reception to function in a more viable manner. The proposed alterations will help the building to function and support the attraction of high quality tenants for office accommodation on the upper floors.
- 6.2 The provision has been made, by the proposal for reasonable access and use of the building and its facilities.
- 6.3 Every effort has been made to ensure that the design is sympathetic to the Conservation Area and the adjacent buildings, and in line with Camden Design Policies.
- 6.4 The design of the office entrance has been made to reflect the style of the consented office entrance, to ensure that there is no material change to the appearance of the building as a result of the proposed alterations.
- 6.5 The layout has been designed so that all elements of the scheme align with the existing architectural features and will not detract from the distinctive aesthetic of the façade.

