



client **Triangle Investments & Development Ltd**

project 35-41 New Oxford Street, 10-12 Museum Street & 16A -18 West Central Street

document Planning Application – Design & Access Statement

description Proposed Mixed Use Scheme



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I. Introduction

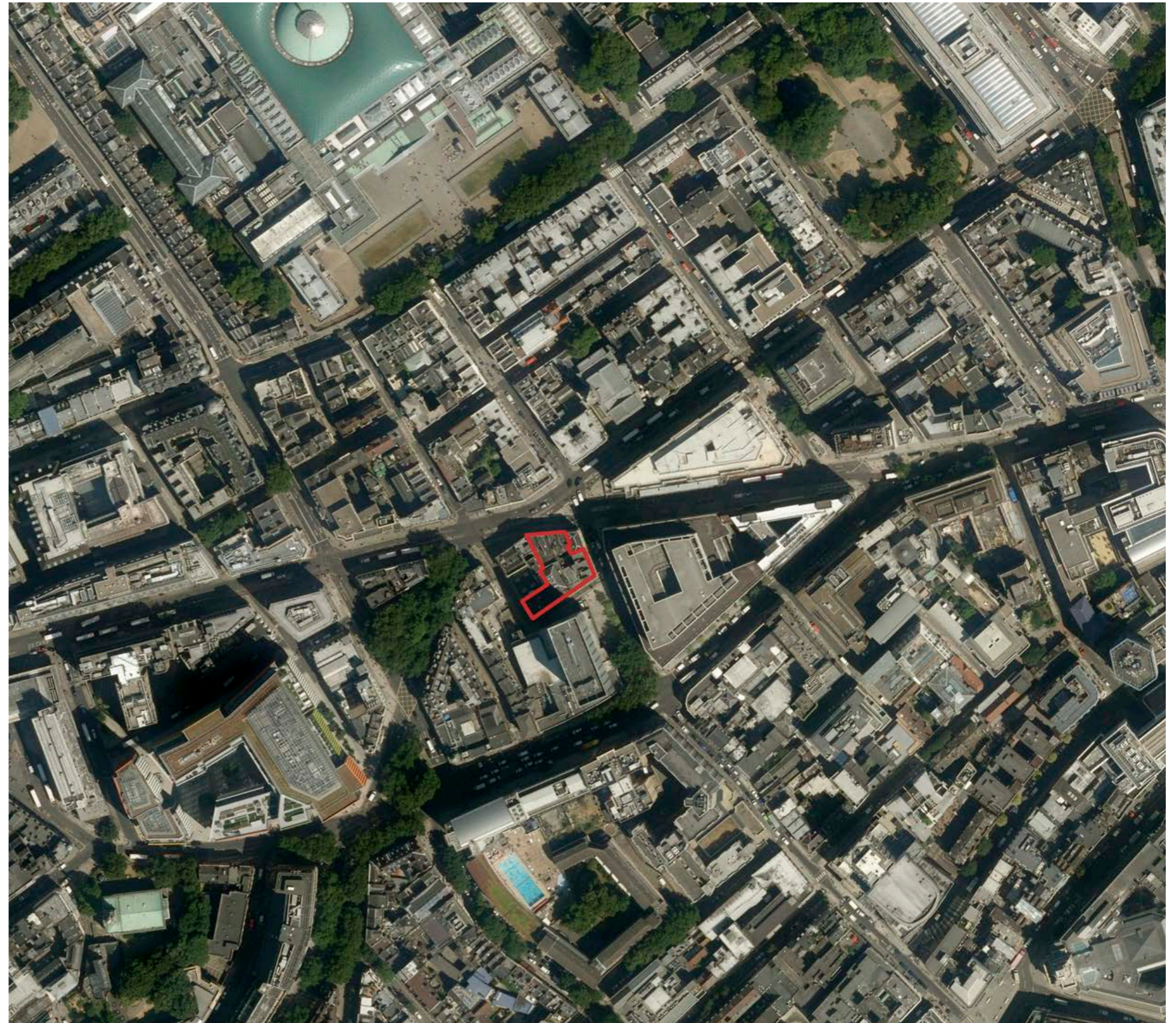
I.1. Executive Summary

In May 2015, Triangle Property Ltd acquired several properties forming a partial urban block bounded by New Oxford Street, Museum Street and West Central Street with the view of redeveloping the site for a mixed use of residential, flexible spaces and offices. The properties within the site consist of 35, 37 & 39-41 New Oxford Street, 16a-18 West Central Street and 10-12 Museum Street. Following the acquisition of the property tp bennett was instructed to prepare a scheme for a full planning application to consider the development opportunities of the site with the LB of Camden. In preparation of the final planning application, a pre-application submission was made in July that lead to a meeting with the planning officers in October 2015. This was followed by various presentations to local community organizations to explain the scheme and our design intentions. The resultant scheme is we believe a sensitive response to an important site that will guarantee the long term preservation of the existing building facade whilst retaining and promoting new economic and social opportunities for the site.

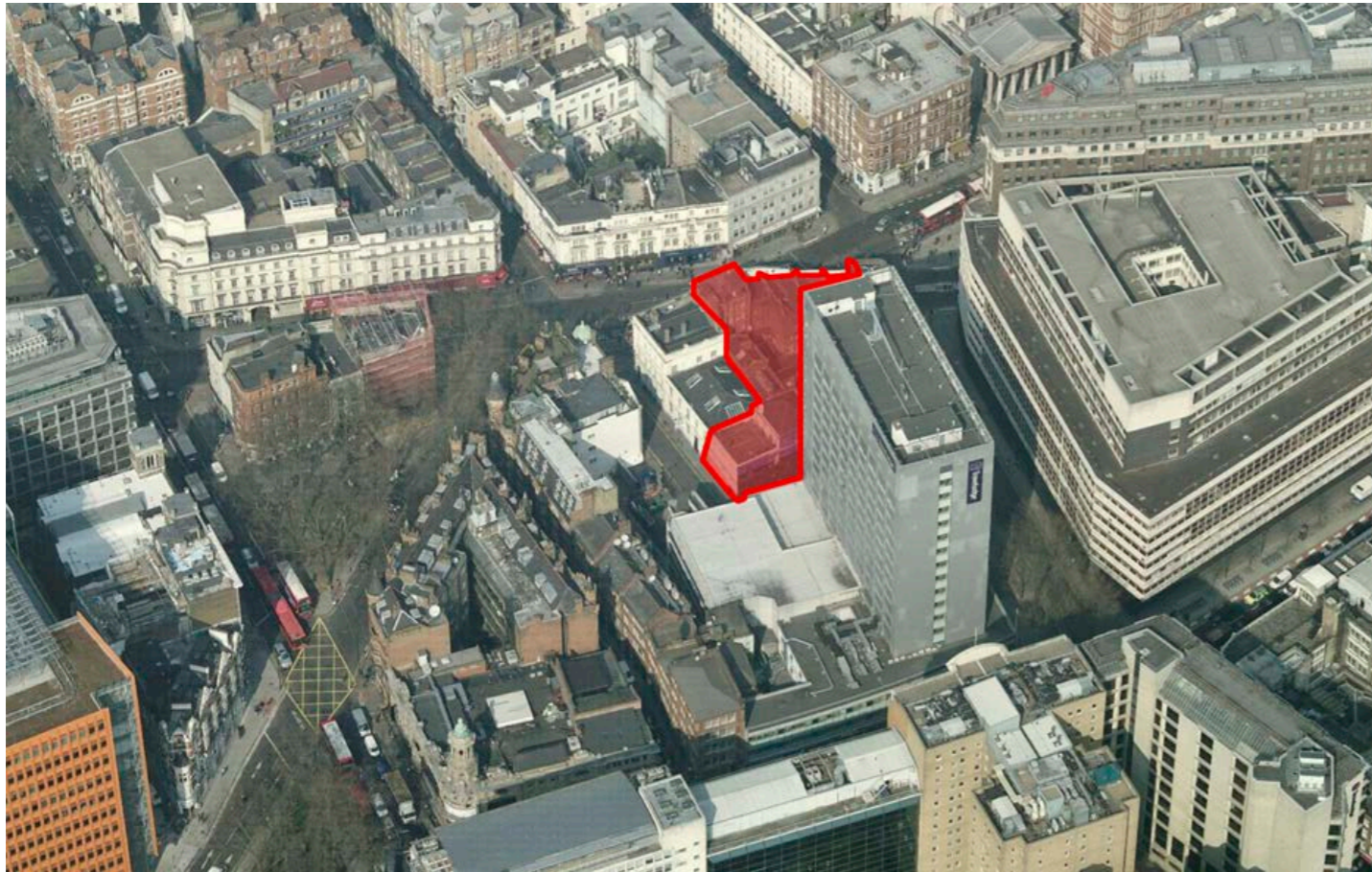
This document outlines our assessment of the site and how our design has been developed in response to this important site within the southern boundary of the Bloomsbury Conservation Area and its associated historical urban context. The structure of this document is in three parts; the first section is a site evaluation, contextual analysis and description of the existing buildings and materials. The next section outlines the design intent and evolution of the proposal. The final section illustrates the use, layout, appearance and scale of the development proposals.

Client & Professional Team

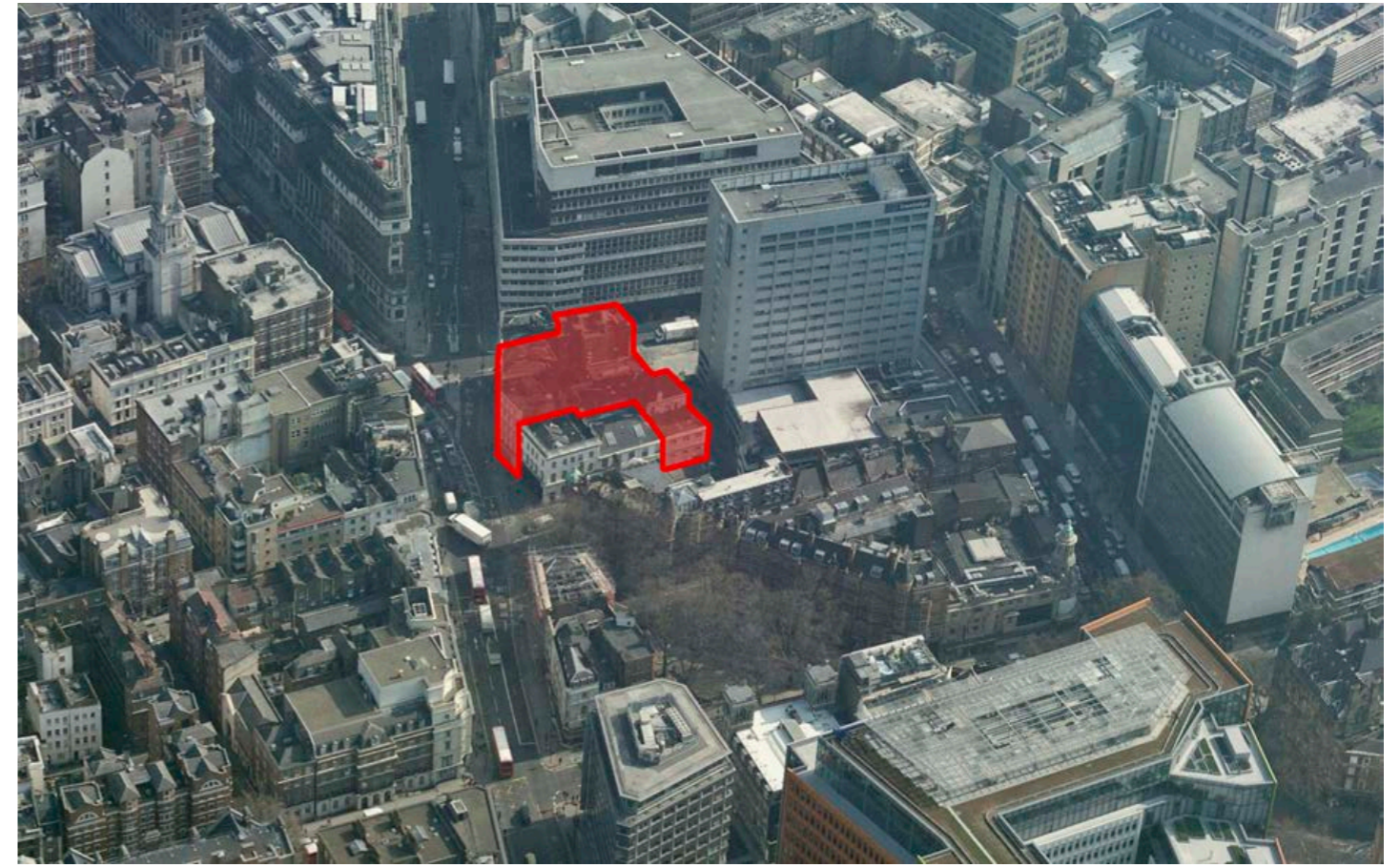
Client	Triangle Investments and Development Ltd
Architect	tp bennett
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Heritage Advisor	Montagu Evans
Daylight and Sunlight	Delva Patman Redler
Structural Engineers	Mason Navarro Pledge
Services Engineers	Hurley Palmer Flatt
Project Managers	Rider Levett Bucknall



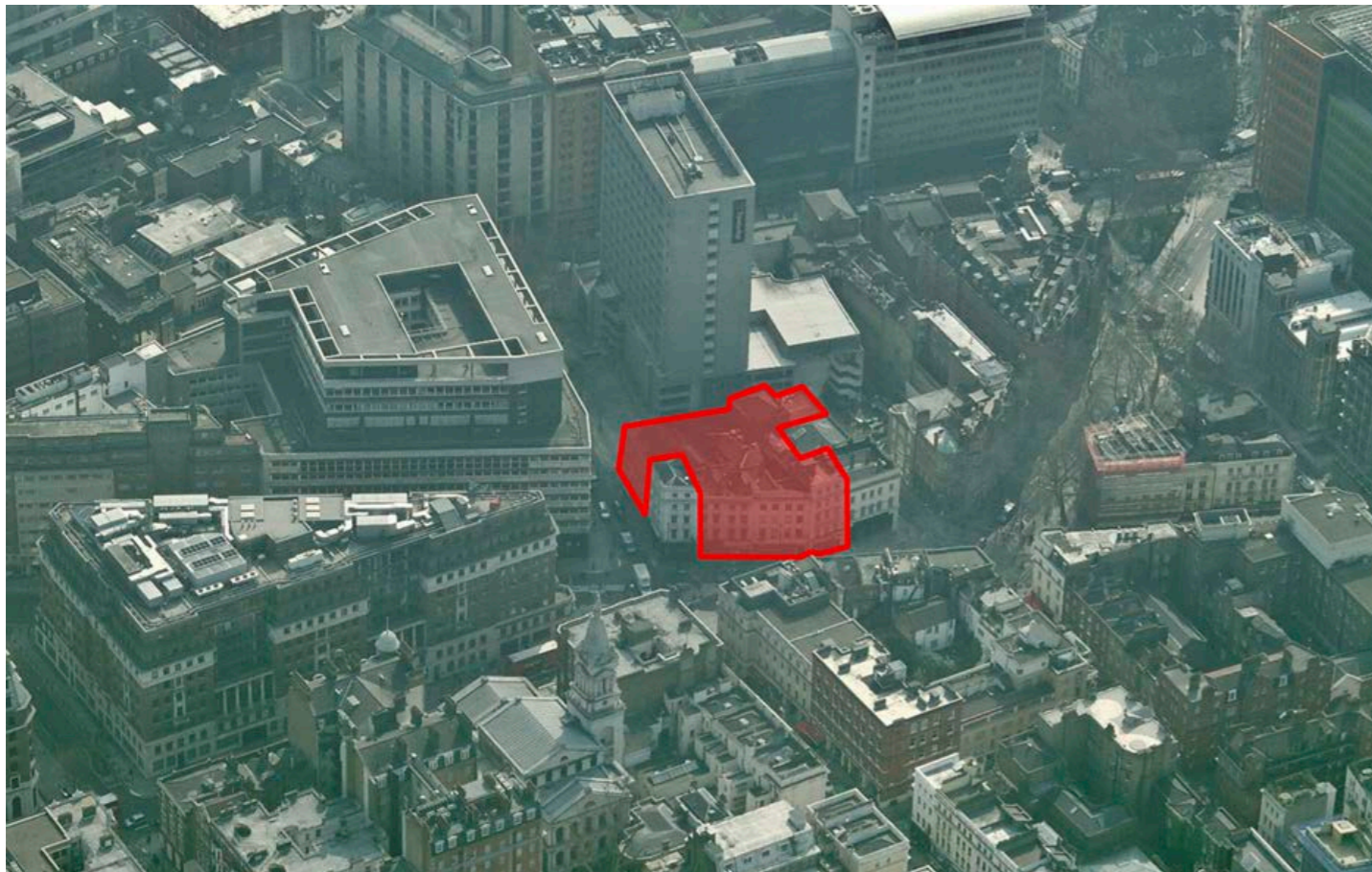
⁴ 2. Site Context Analysis



Birds Eye View Looking North



Birds Eye View Looking East



Birds Eye View Looking South

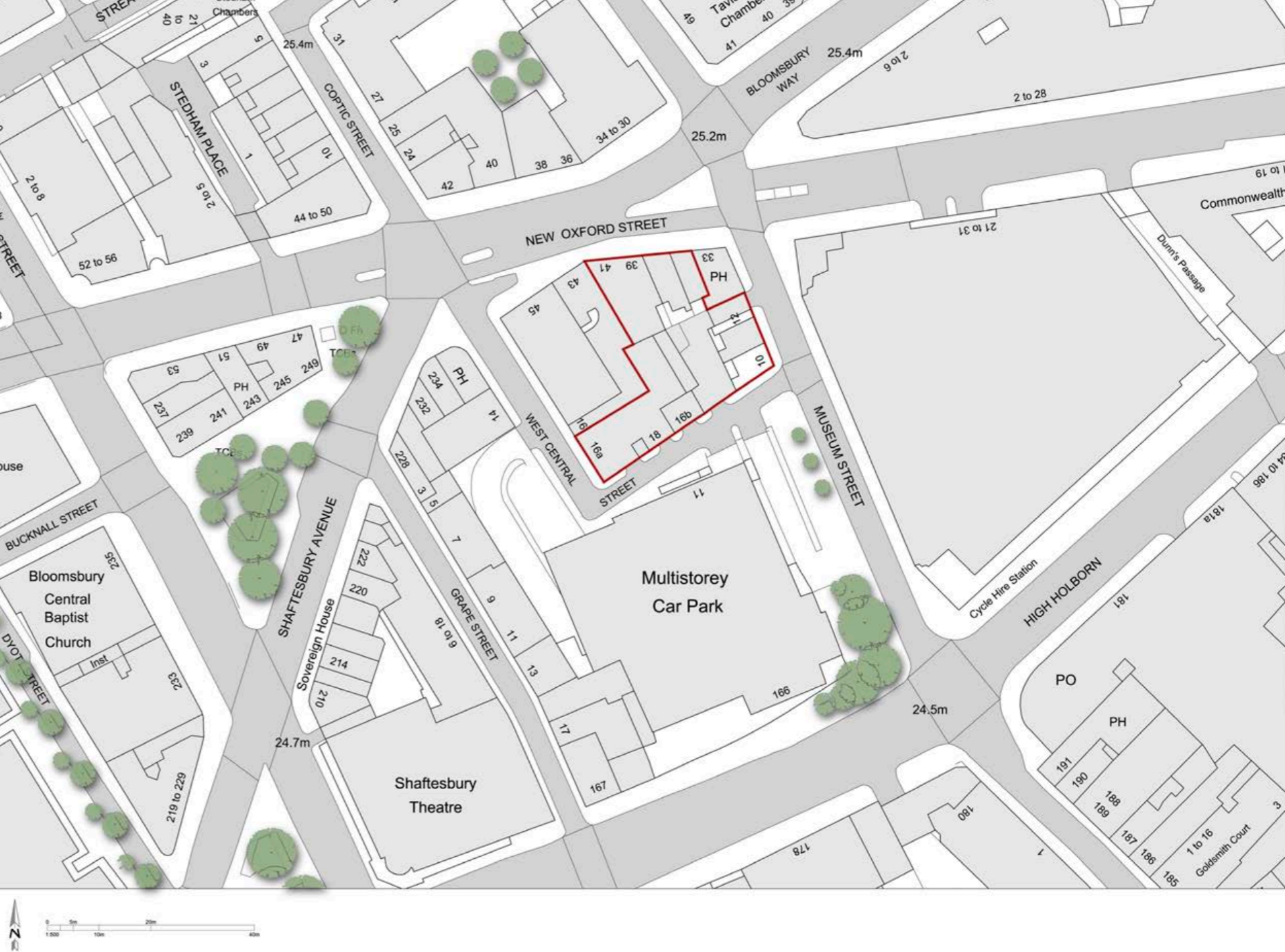


Birds Eye View Looking West

2.1. Site Location

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The site is entirely within the administrative boundary of the London Borough of Camden (LBC). The site occupies part of an urban block, formed by New Oxford Street to the north, Museum Street to the east, and West Central Street to the south and west. Key buildings and places nearby include the British Museum to the north, St George's Bloomsbury church and Holborn to the east, Covent Garden to the south and Tottenham Court Road to the west.



2.2. Site Description

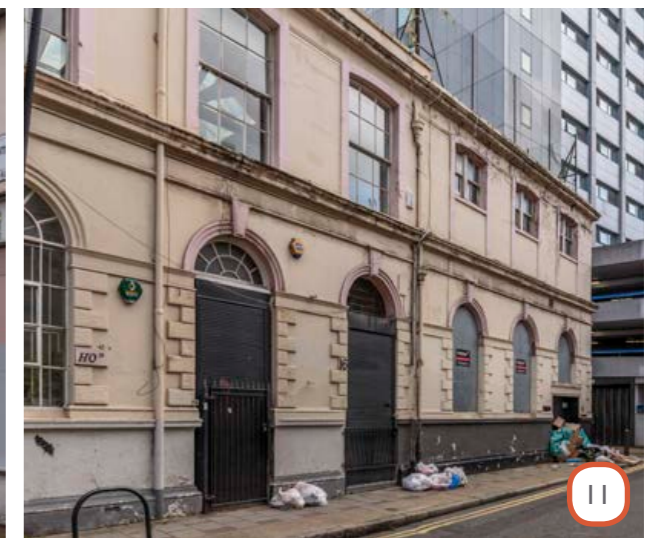
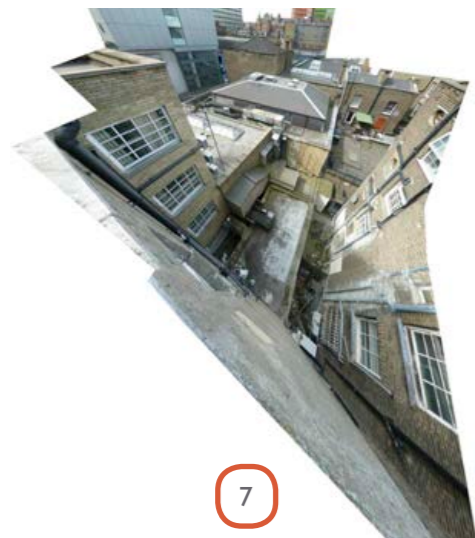
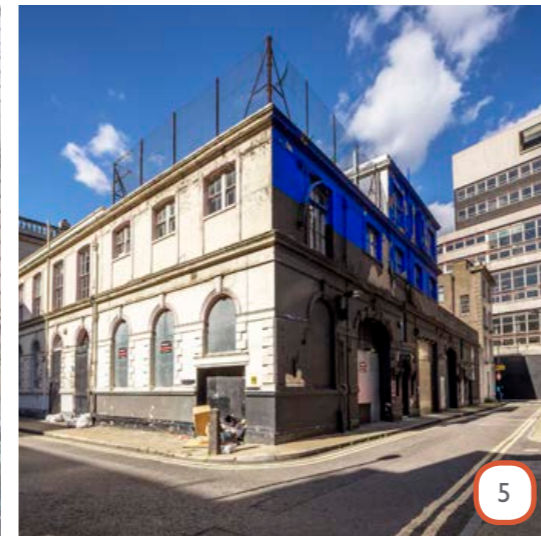
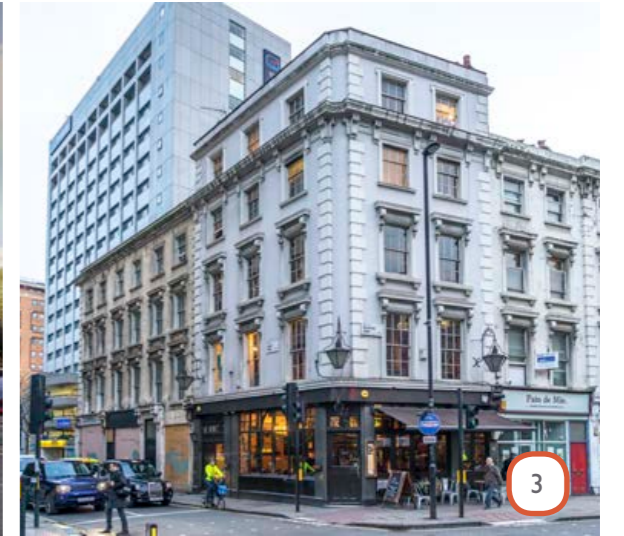
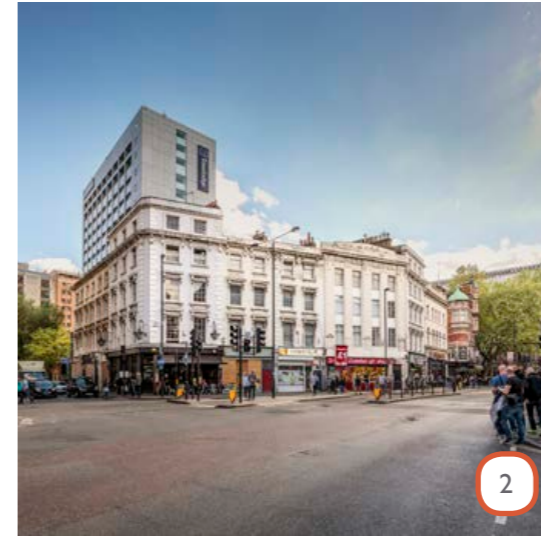
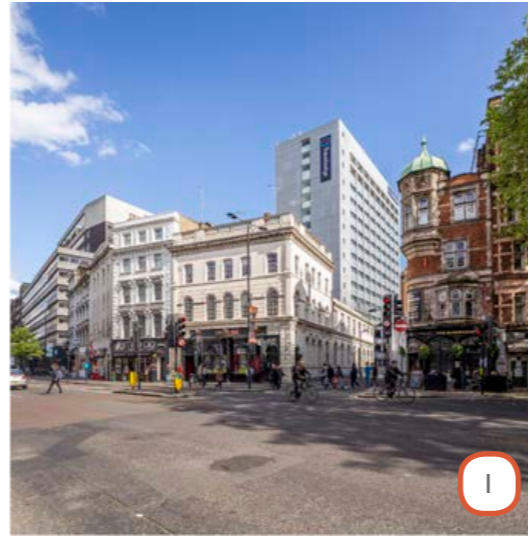
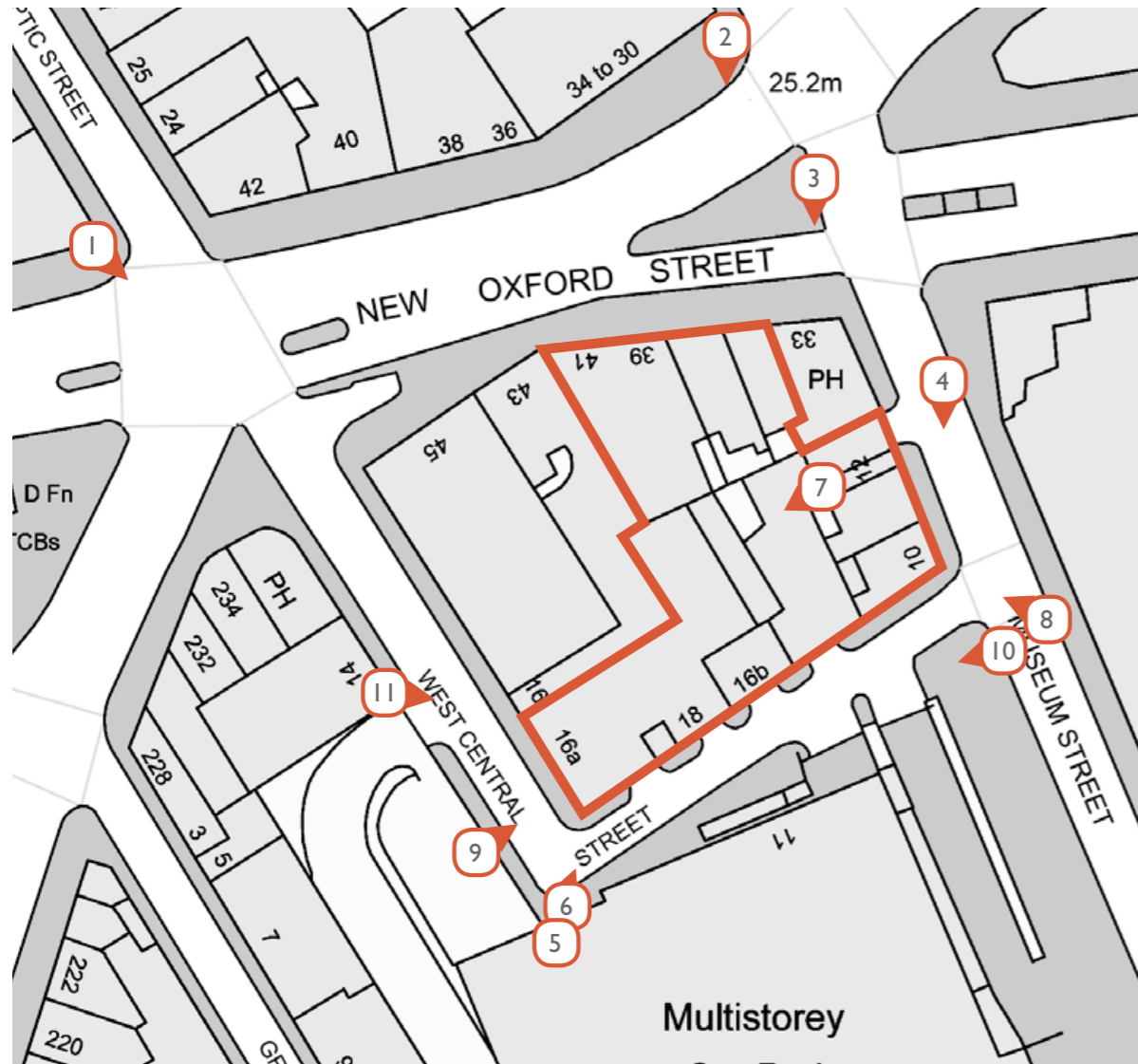
The site almost entirely consists of late Victorian terrace blocks with only a 1920's art deco building being a later insertion. None of the stucco face buildings are higher than five stories creating a tension of scale between this block and the massive old post office building and towering hotel that sits to the east and south of the site respectively. The network of roads that forms the urban block is made up the narrow West Central Street that has historically been a service road for the brewery and workshops off the busy through roads of New Oxford Street and Museum Street. The chamfered shape of the block to the north west of the block was the result of the slum clearance programme to the parish of St Giles in the mid 19th century.

To the north and east of the site the height and typologies of the surrounding buildings are more in keeping with the scale of the site. The majority of these are Victorian, however the neighbouring site to the west is a distinct Edwardian brick and terracotta residential block with a pub and retail units at ground level.

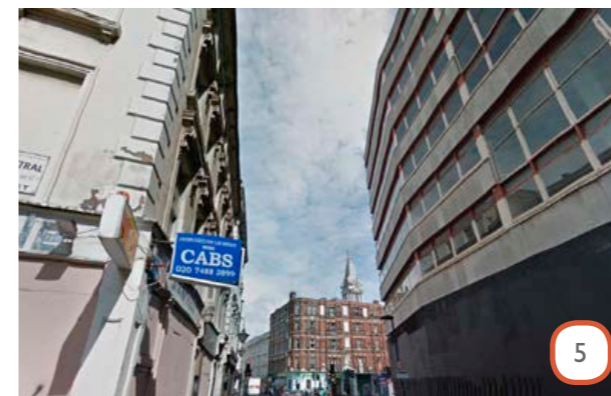
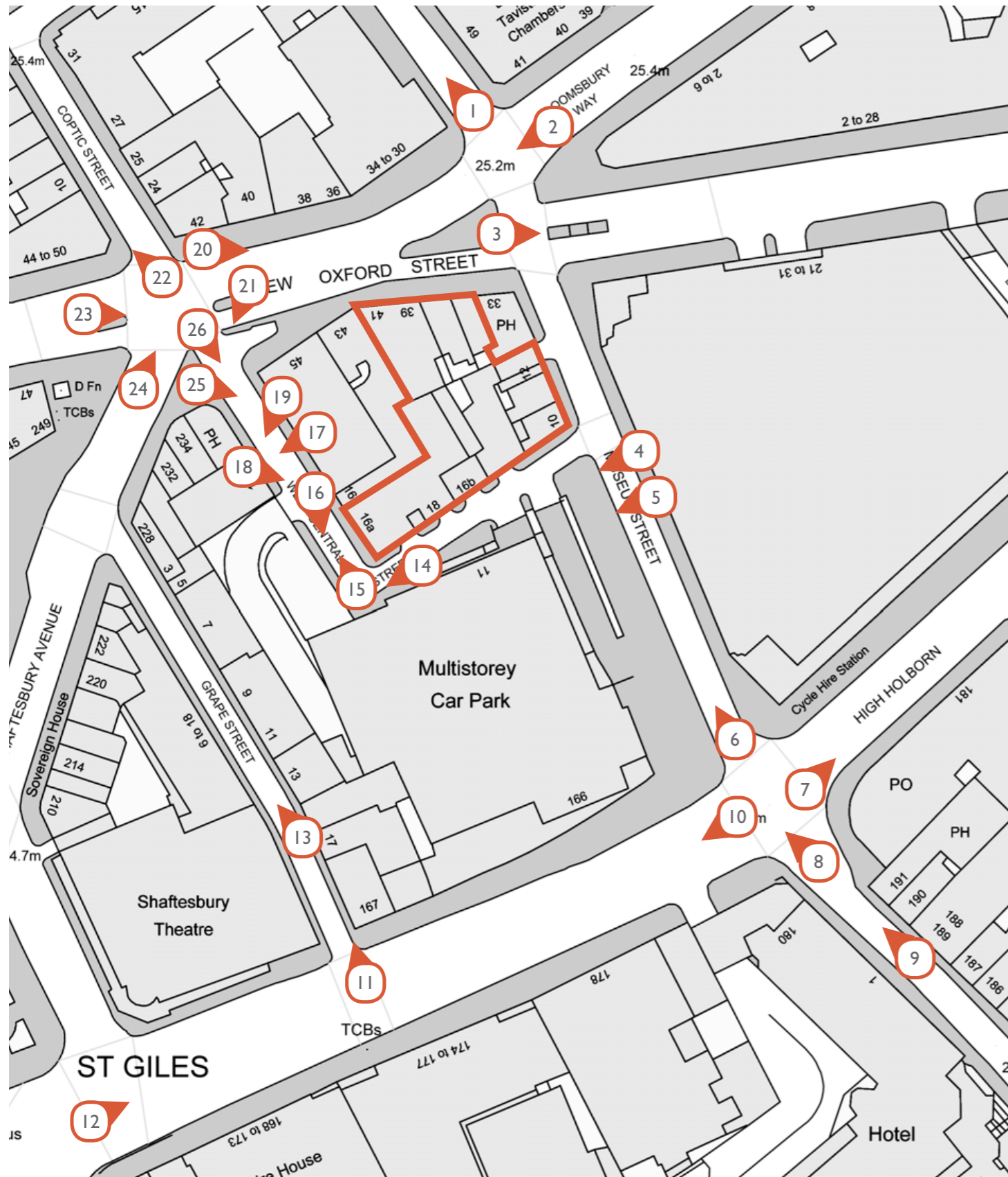


2.3. Site Photos of the Immediate Context

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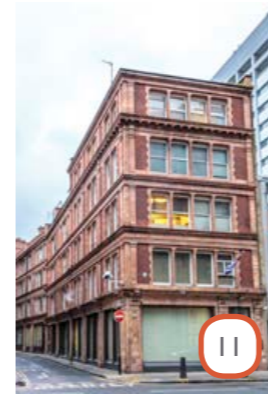


2.3. Site Photos of the Immediate Context



2.3. Site Photos of the Immediate Context

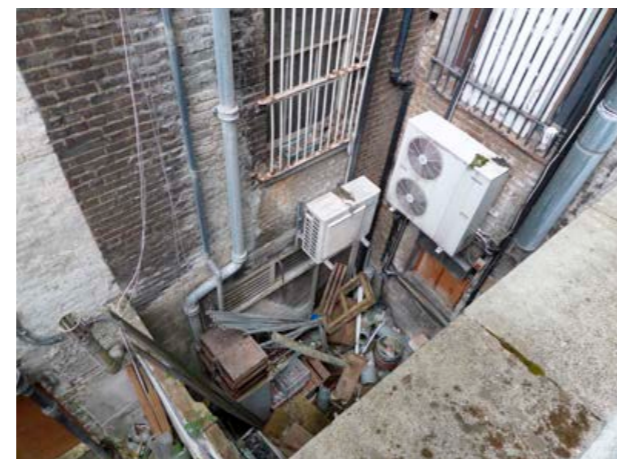
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2.4. Existing Site Conditions

The late Victorian buildings are constructed of stucco covered masonry walls with classical period features. The floors and roof construction are timber, but little remains of any original interior features. There has been little meaningful work to maintain the external parts of the buildings over recent years leaving the buildings in urgent need of attention. Internally, the occupied areas have been kept in a reasonable state of repair however the buildings on Museum Street and West Central Street are mostly unoccupied except for a few short term lets. These vacated parts of the buildings are particularly in a very poor state of repair.

The ground floor of the New Oxford Street buildings are used for retail. The basement, first and second floors of No 39-41 New Oxford Street is B1a use with a tenant who will remain in occupation during the proposed redevelopment. The upper floors on 35-37 New Oxford Street has been used for residential purposes. The Museum Street building was used for HMO occupancy, the ground floor of this building was used for retail purposes. No's 16a, 16b and 18 West Central Street were previously used as a night club in the basement and an office above but has been vacant for sometime.



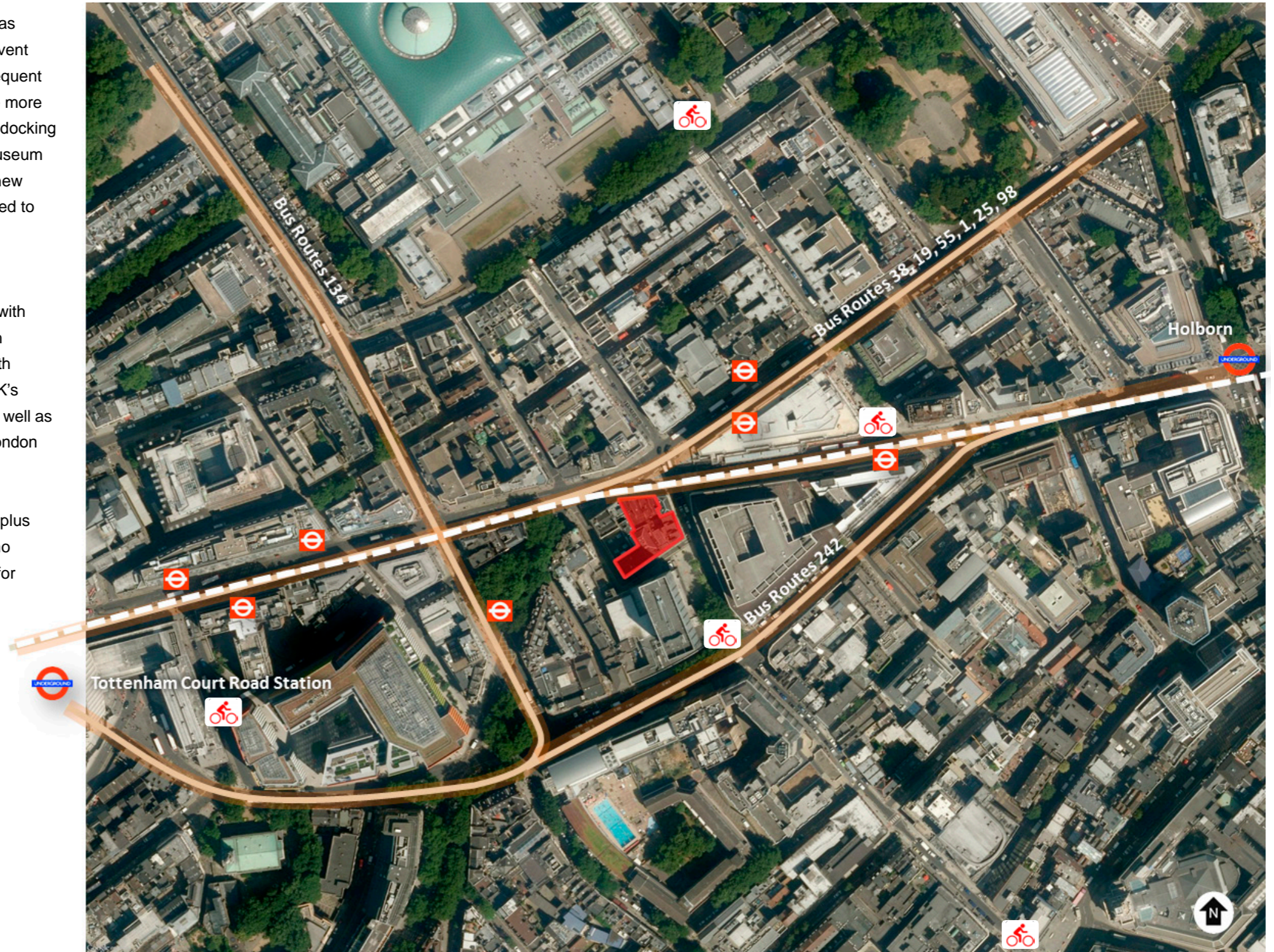
2.5. Movement & Connections

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The site's central London location enjoys excellent transport links and has a PTAL rating of 6b. There are three underground stations, Holborn, Covent Garden and Tottenham Court Road, within a short walking distance. Frequent day and night buses run along New Oxford and High Holborn to provide more connectivity throughout the capital. There are also five Santander cycle docking stations within a few minutes walk in any direction from the corner of Museum Street and New Oxford Street. The site will be a very close walk to the new Crossrail Tottenham Court Road station that is scheduled to be completed to commence rail services by late 2018.

There are numerous amenities within close walking proximity to the site. To the north on Museum Street there is a unique pedestrian atmosphere with boutique shops, coffee bars and restaurant bars not to mention the British Museum itself. To the south is the vibrant and larger Covent Gardens with theatres and street venues. To the west is Oxford Street that stands as UK's main retail street. To the east is Holborn that extends the retail offering as well as the start of larger commercial office developments that links the City of London commercial centre to the entertainment and retail focus of the West End.

As a consequence of all these urban amenities being at one's doorstep plus a multitude of transportation connections surrounding the site, there is no provision for the development to include any off-street parking facilities for either the residential and commercial users.



2.6. The Site in Relation to its Wider Context

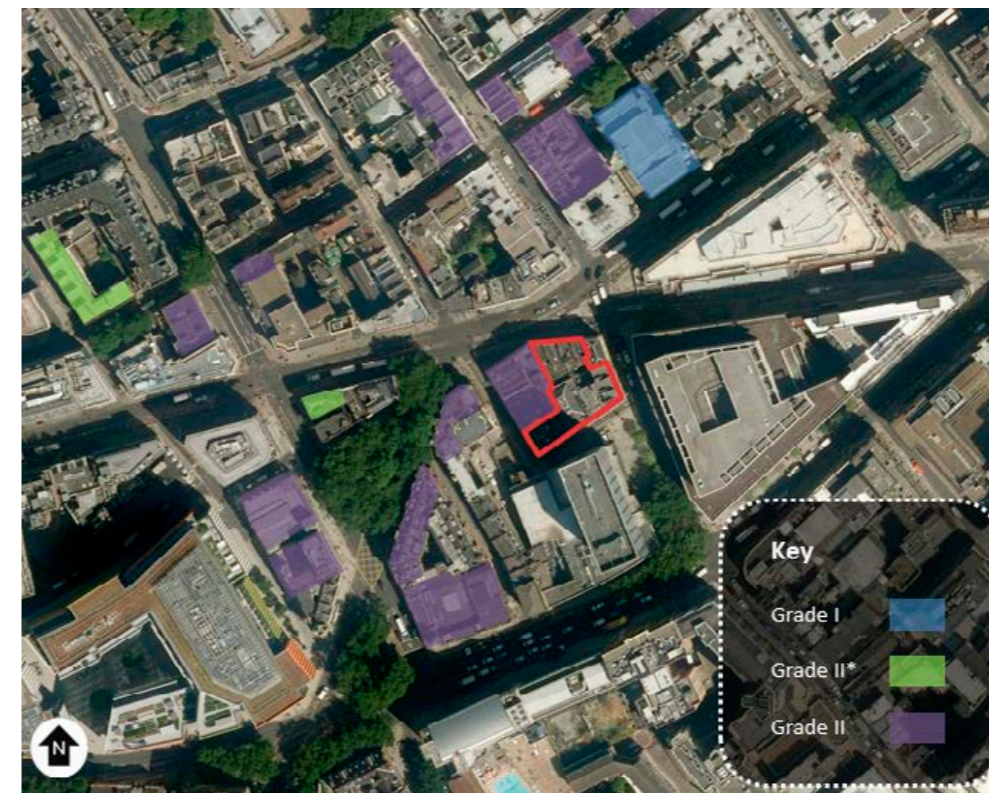
2.6.1. Historical Development of the Site

The site is located on the southern fringe of the Bloomsbury Conservation Area (BCA) that was adapted in April 2011. The Bloomsbury Conservation Area covers an area of approximately 160 hectares extending from Euston Road in the north to High Holborn and Lincoln's Inn Fields in the south and from Tottenham Court Road in the west to King's Cross Road in the east. The area has been identified in the LBC appraisal of having 'a notable consistency in street pattern, spatial character and predominate building forms'. The area's evolution is representative by the predominance of large and intact urban blocks of fine examples of Georgian and Victorian architecture. The original buildings had focused in the creation of the grander residential districts using a townhouse typology of similar building styles and materials within a formal grid pattern of streets and squares. Interspersed in this area are larger buildings serving a mixture of cultural, educational, commercial and religious uses including of special note, the nearby British Museum and St George's Bloomsbury Church.

The application site contributes to the character of the Bloomsbury area, but is somewhat removed from the urban pattern and fabric to the north by the busy New Oxford Street. The majority of the classically influenced buildings dates to the mid-Victorian period with the exception of Nos 39-41 New Oxford Street with its re-fronted Art Deco style façade built in 1927. The buildings fronting New Oxford Street and Museum Street all contribute to the grandeur of the Bloomsbury area, however the appraisal notes the 'somewhat utilitarian' smaller buildings along West Central Street are overwhelmed by the scale of the taller buildings to the south that lie immediately outside the wider conservation area. None of the buildings subject to this application are listed, however adjacent to the site to the north west corner of the block, are two Grade II listed buildings at 43 and 45 New Oxford Street. The other grade II listed building is No 16 West Central Street which also lies outside the site boundary of the present application.



Bloomsbury Conservation Area Map



Surrounding Listed Building Map

2.6. The Site in Relation to its Wider Context

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2.6.2. Surrounding Land Uses

The site is bounded by New Oxford Street, Museum Street and West Central Street. It is situated centrally to the British Museum, Convent Garden, Tottenham Court Road tube/ cross rail station and Holborn tube station. It is the heart of the capital.

The ground floor use of the site is predominantly retail and residential above on 33-41 New Oxford Street and 10-12 Museum Street; night club and office on 16A-18 West Central Street.

The buildings along New Oxford Street are also predominantly used as retail at ground floor and a mix of office and residential above. The old Royal Mail sorting Office has been granted planning permission for a new commercial and retail development which the existing building currently under demolition. Travelodge is located immediate south to the side with the multi-storey NCP car park directly facing the proposed development on the other side of West Central Street.



2.6. The Site in Relation to its Wider Context

2.6.3. Townscape

The proposed development sits within an existing island site bordering a much higher scaled urbane context to the east and south. The block stands alone and isolated from the more traditional Bloomsbury context by the busy New Oxford Street to the immediate north of the site. Travelling from Drury Lane it is the first relatively intact Victorian urban block before Bloomsbury. To the west along New Oxford Street, the style of buildings are terracotta Edwardian properties that matches the height and scale of the existing Victorian buildings.

The building frontages within the urban block are structurally intact retaining most of their original architectural features. The buildings of the site, urban block and those in the immediate surroundings of the Conservation Area are all stucco fronted brick buildings. The larger twentieth century buildings to the east and south are clad in a variety of materials, including brick, concrete and metal panels.

New Oxford Street

No's 35 and 37 New Oxford Street were originally part of the range of buildings which also included Nos.33, 35, 37, 39 and 41 New Oxford Street. They were built circa 1845, using the same stucco front materials and period features. The whole of the terrace comprising Nos.33 to 43 New Oxford Street appear to have originally formed a single architectural composition. No's 39-42 was originally of a similar architectural character but was rebuilt in 1927 in an Art Deco style for a single retail business use. Currently only a retail unit remains on ground level with a photography studio occupying the basement first and second floors. To the right of the retail shop front, there is the entrance to studios with a single stair providing access to the studios and vacant premises on the upper floors. The basement is also used by the photography business and has an external staircase in the rear connecting this level to the first floor as a second means of escape.



Existing view – Corner of Museum Street and New Oxford Street