

DESIGN ACCESS STATEMENT INCORPORATING HERITAGE STATEMENT

Project: **Giraffe Restaurant, Brunswick Centre, London, WC1N 1AF.**
Job Ref: **3430**
Revision: **A (Updated 11-04-16)**
Date: **September 2015**

1.0 Introduction to Site and Historical Significance

1.1

The purpose of this statement is to outline and explain the principle and concepts governing the proposed refresh works to the existing Giraffe restaurant.

1.2

The Landlord of this building supports the proposals submitted by Harrison on behalf of Giraffe Concepts Limited.

1.3

The Brunswick Centre is a grade II listed residential and shopping centre in Camden, London, located between Brunswick Square and Russell Square. Designed in mid-1960's the original brief was for a mixed use development incorporating housing to achieve the same density as two tower blocks whilst working to a restricted overall height. The main open shopping street and terraced housing being designed to have direct sun lighting and excellent daylighting levels with car parking concealed at basement levels. The centre has always been regarded as revolutionary by some and as with Brutalist Architecture disliked by others. Centre renovation began in 2002 and works have resulted the overall scheme being as the original design intended, bright, efficiently simple and yet a vibrant and exciting place to be. This is best reflected in the fact that the centre is so highly regarded and sought after residential location.

2.0 Layout

2.1

The restaurant shell will remain as existing.

3.0 Scale

3.1

The overall design throughout is considered in keeping with the existing unit and similar units within the Brunswick Centre.

4.0 Design and Appearance

4.1

This scheme design includes an overall refresh to ensure vibrancy aimed at providing the best possible dining experience for customers. This will include rebranding signage and minimal superficial internal re-decoration as part of the unit refresh.

4.2

Feature signage has been considered to clearly inform customers of the offer and nature of the restaurant. The proposals include new Giraffe projecting signage which are an update to the existing company signage. The external projecting signs are non-illuminated and subtle which respects the importance of the existing building status. We were provided with whole centre approved standard details which were fully complied with and as such being of an acceptable level of design and finish suitable for this historical location. The replacement main signage over the entrance doors clearly defines the access being internal and set back from the glazing to reduce impact but also has been designed to allow for the illumination to be dimmable so that this can be adjusted if required.

4.3

The proposed materials will be of high quality being sympathetic towards the existing building. The new external signage will be made from materials as required by the existing approved centre projecting signage details. We feel our scheme is both sympathetic to the surroundings and yet enhances the vibrancy of the centre. The Brunswick Centre relies on key design concepts and an important part of this is how successful the 'living street' experience is for both residents and visitors alike throughout the day and night, reinforcing the success of the overall development.

5.0 Access

5.1

All main routes have been considered and are intended to comply with DDA and Building Regulations. Due to the nature of the bar and restaurant being waitress service this also negates the requirement for any low level bar and counters.

5.2

The restaurant shell remains as existing which and is clearly defined within the Brunswick Centre. Upon entering the unit customers are directed to the main meet and greet station which has been designed to be clearly visible and located at the most appropriate location.

6.0 Landscaping

6.1

Landscaping will remain as existing.