

Seesaw Studios

Unit 2, 10 Bloomsbury Way, Holborn, WC1A 2SL

Design & Access Statement

July 2018

We believe in creating unique, functional spaces to synchronise all forms of creative disciplines, ensuring that each of our client's needs & concepts are successfully manifested in each project we develop.

Our team portfolio demonstrates considerable experience in residential & commercial projects alike, in addition to project management.

Creativity, excellence and great quality underpins our style and approach.

Document produced by:

Seesaw Studios, 30 Shacklewell Lane,
Dalston, London, E8 2EZ

On behalf of our client:

Sour Dough Co.
59 Cazenove Road, London, N16 6PA

1. Introduction

1.1 Seesaw Studios architectural practice has been appointed by the client to complete the following Design & Access statement relating to the application for the proposed alterations to the site under full planning permission. The application concerns alterations to the existing shopfront with the addition of bi-fold doors.

1.2 This statement is submitted as part of a formal application and is to be read in conjunction with all architectural drawings and associated documentation.



[Aerial view of the site & surrounding area - Google Maps]

2. Overview

2.1 The site in question is currently occupied by Sour Dough Co. who are in the process of implementing a new restaurant within the unit. The site is unit 2, located on the ground floor of a larger building with multiple offices above. Our proposal concerns only the ground floor, A3 use class premises.

2.2 The proposal has been designed through a process of carefully considering the existing building, in addition to its neighbours.

3. Use

3.1 The existing site's planning use is as an A3 class restaurant. The business purported to occupy the space hereafter, is known as 'Sour Dough Co.'. The planning use is not proposed to change.



[Exterior view of the existing restaurant - Google Maps]

4. Site, Surroundings & Heritage

4.1 This key area in the Camden borough is one of the most populous & busy, especially when concerning tourism to the heart of historic London. The British Museum is located 5 minutes from the site. 6.4 million people visited the museum in 2016, making it, for the 10th year running, the country's top visitor attraction.¹ Footfall in this area is high and diverse. This area comprises of some of the most recognisable and iconic landmarks of London.

¹ The British Museum, 'Annual Review 2016/2017',
<http://www.britishmuseum.org/pdf/ANNUAL_REVIEW_July2017.pdf> [accessed 14th March 2018].

4.2 Properties, including this site are protected by one (out of a total of 40) conservation zones in the Camden borough. The zone in question is known as solely as Bloomsbury.

4.3 The site falls under sub area 8: New Oxford Street/High Holborn/Southampton Row.

4.4 This particular sub area is characterised by areas of large-scale, late 19th and 20th century blocks fronting busy thoroughfares. Development followed the construction of new routes combined with the widening of earlier streets, thereby cutting through the earlier 17th and 18th century street pattern. The narrow back streets in the sub area reflects the earlier layout. The predominant use is commercial, with a range of shops, banks, offices, hotels and theatres. Residential accommodation generally takes the form of mansion blocks. Although the area is strongly influenced by a formal pattern of streets and spaces it was not planned to create distinctive formal vistas to architectural set pieces. Where there are set piece buildings (such as The British Museum and St George's Church in Bloomsbury Way) these generally become evident as landmarks in the streetscape.²

4.5 The site is centrally located between both Holborn station & Tottenham Court Road Station, part of the TFL underground network. Being a key part of central London, the site is well connected with numerous bus routes & underground/overground train stations nearby.

5. Planning History

5.1 Planning history (according to Camden's Planning Portal) appears to detail multiple applications dating back to 2015.³

5.2 The same applicant (Sour Dough Co.) submitted an application to satisfy a condition concerning odour and noise relating to the building's original permission.⁴

6. Design

6.1 This straightforward application concerns alterations to the existing shopfront with the notable addition of bi-fold doors.

² Camden, 'Bloomsbury Conservation Area Appraisal and Management Strategy', <<https://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/supplementary-planning-documents/conservation-area-appraisal-and-management-strategies/bloomsbury/>> [accessed 14th March 2018].

³ Camden planning reference: 2015/5778/A. N.B. This application concerns Unit 1 of 10 Bloomsbury Way and is not directly associated with Unit 2 for which we are proposing this alteration.

⁴ Council planning reference: 2018/2155/P. Granted July 2018.

6.2 The accompanying drawings account for the implementation and proposed location of the new doors.

6.3 These changes are subtle and sympathetic to the character of the building and the wider conservation area within which the building is located. They are completely reversible and present no risk of damage or irreversible change to the aesthetic or general character of the site.

6.4 As identified in the 'Bloomsbury Conservation Area Appraisal and Management Strategy', this area of high footfall comprises predominantly of commercial use units; this proposal is an essential alteration to improve the functionality and safety of the space, in light of its granted planning use as an A3 restaurant. The alterations shall provide a more attractive shopfront and improve egress for the public utilising the space, as well as providing better ventilation during warmer weather.

6.5 Access to the property will remain unaltered.

7. Conclusion

7.1 The design and the proposed alterations that come with it are minimal, adding a contemporary boost to the site and overall refreshment to its character.

7.2 The proposal has been designed to suit local policy in line with government and development plan guidance.

7.3 The renovated exterior design will benefit the occupying restaurant and seeks to support a local independent business improve its footfall, environmental impact and, ultimately their profits too, maximising their longevity in trading.

8. Commitment to Quality

8.1 This document has been produced by Matti Ryan of Seesaw Studios. If you feel that this design & access statement would benefit from elaboration or alteration, please do not hesitate to contact us via e-mail at: info@seesaw-studios.com

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