



51-52 Tottenham Court Road, London

Design and Access Statement

For Dome Assets Limited

Document History

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1.0 Development Framework

1.1 Introduction

1.1.1 Squire and Partners have been appointed by Dome Assets Limited to submit a detailed planning application for a retail scheme connecting the Ground Floor and Basement level of 51-52 Tottenham Court Road, London, W1TH 2EH.

1.1.2 The proposal seeks to refurbish and extend the retail use of the buildings at Ground Floor and Basement Levels only. The existing buildings include residential and office use at higher levels which will be fully retained. The existing building contains a GEA total of 845 sqm and the proposed scheme involves an uplift of retail GEA of 215 sqm.

The existing building facade is fully retained while all the derelict signages and shopfront glazing on Ground Floor will be replaced by contemporary ones designed to Camden’s standards.

1.1.3 The site lies on the southern end of Tottenham Court Road, between Goodge Street Station and Tottenham Court Road Station. The site contains two existing buildings that front onto Tottenham Court Road; both buildings have been extended to the rear in different degrees and scales at different points in time. The rear boundaries in both cases are immediately adjacent and overshadowed by the relatively new office development at 6-8 Whitfield Street. There is no physical link between nos. 51 and 52 at present. No. 51 is the earliest of the two, possibly dating back to the mid 19th century; no. 52 dates back to the late 19th century. Both buildings are brick fronted and form part of a continuous built frontage, with no. 51 including a slate clad mansard roof.

1.1.3 The site is located in the Charlotte Street Conservation Area, with the Bloomsbury Conservation Area to the east. There are a number of nearby listed buildings along Tottenham Court Road, in addition to several buildings identified as making a positive contribution to the Charlotte Street Conservation Area. Therefore, the proposed development is sensitive to the heritage context and seeks to contribute to the character of the Conservation Area.

The proposals intend to improve the streetscape as a whole by introducing quality retail development and frontage that meets the key planning policies in Camden.

1.1.4 This Design and Access Statement sets out the constraints and opportunities on this site, the design rationale of our proposals and the technical considerations that have been taken into account.

1.2 Design Team

Client Dome Assets Limited

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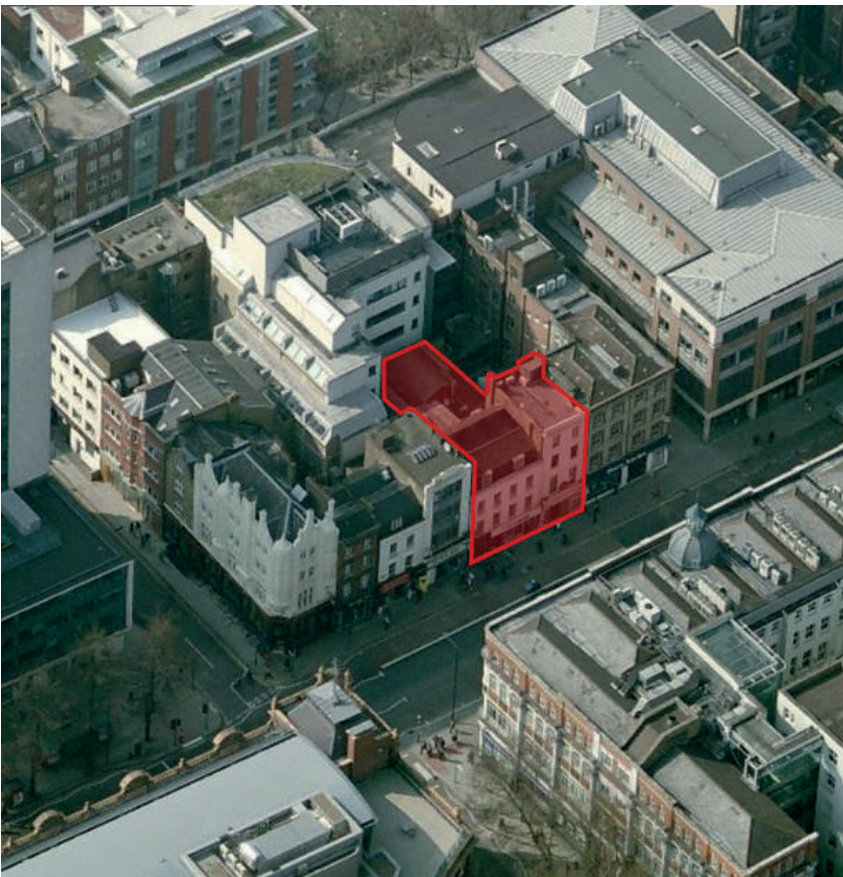


Fig: 1.1 Aerial view of 51-52Tottenham Court Road



Fig: 1.2 Site Plan

2.0 Context Analysis

2.1 Site Location

2.1.1 Tottenham Court Road lies to the south-east of the London Borough of Camden close to the border with the Borough of Westminster. It runs north-south as a main thoroughfare between Tottenham Court Road Station on Oxford Street and Warren Street Station on Euston Road. The west elevation of Tottenham Court Road constitutes the eastern border of the Charlotte Street Conservation Area. The street is a significant retail centre, best known for its high concentration of consumer electronics shops alongside furniture retailers, a trade that became established in the area since the 19th century.

2.1.2 51-52 Tottenham Court Road are two distinct buildings on the west elevation of the street, standing 150m south of Goodge Street Station. They form part of a continuous frontage that runs between Windmill Street and Kirkman Place. Both rear facades face the back of a large office block that extends 6-10 Whitfield Street. No. 51 has a flying freehold over no. 50 from first floor and above. On ground floor, a shed in the alley can be observed through the gates on Tottenham Court Road. This forms part of the former route into Red Lion Yard, which no longer exists, and it is not in the ownership of the applicant.

2.2 Site Access

2.2.1 The site has excellent public transport connections. It is within two minutes walk from Goodge Street Station which provides a link to the Northern line, within five minutes walk from Tottenham Court Road Station which connects with the Central and Northern lines. To the north, within fifteen minutes walk, Euston Station provides link to the Northern and Victoria lines; in addition to the Euston Railway Station which connects London with the West Midlands, and the North West. An extension and upgrade to Tottenham Court Road Station is currently under development as part of Crossrail due to open in 2018.

2.2.2 In addition to all surrounding stations, there are several bus routes that regularly run along Tottenham Court Road. These routes connect the site to areas of London that currently do not have good underground links.

2.2.3 Pedestrians have access to the site via the Tottenham Court Road frontage. The proposals include cycle storage and refuse access also on Tottenham Court Road.

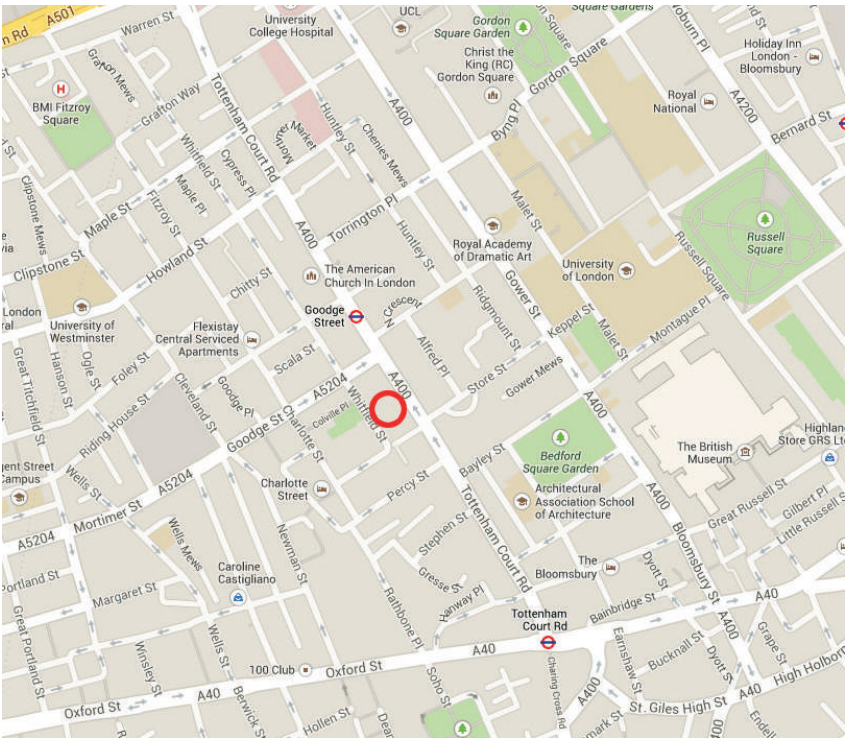


Fig 2.1 Location of no. 51-52 Tottenham Court Road

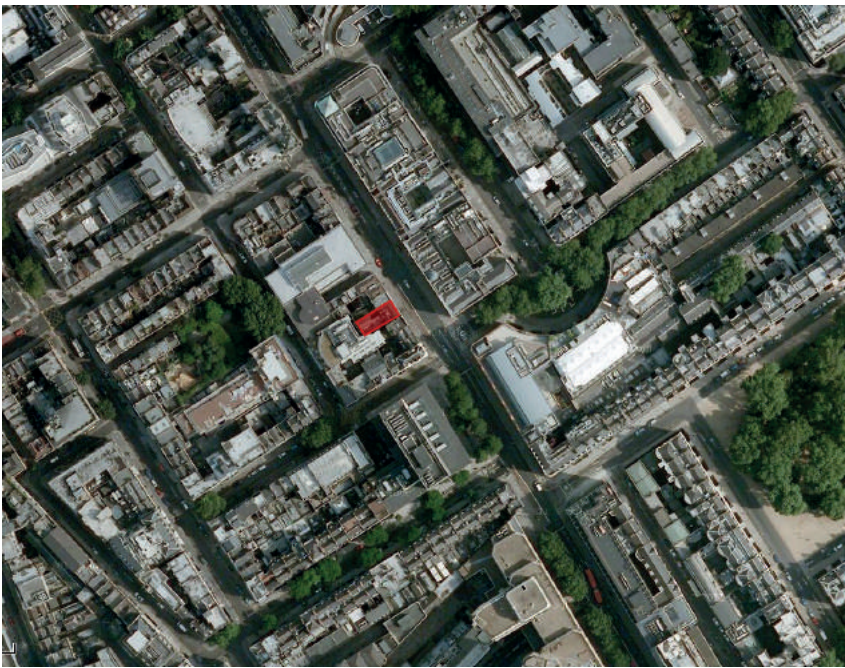


Fig 2.2 Site Aerial Photograph

2.3 Environmental Analysis

2.3.1 Sun Path

The site orientates itself along a north-east / south-west axis, with the primary frontage facing north-east onto Tottenham Court Road. East sunlight penetrates onto the front facade during the mornings, while west sun penetrates the rear facade in the afternoon. The proposed terraces to the rear of the buildings will benefit from the afternoon sun, especially at the upper levels.

2.3.2 Wind

The prevailing wind at the site comes from the southwest as shown in Fig: 2.5. As the buildings are mechanically ventilated in the most part, this will have little bearing on the proposals for openable windows. Nor is the buildings' effect on the wind turbulence at street level likely to have any effect, as the proposed heights are clearly appropriate in this location.

2.3.3 Noise and Traffic

Tottenham Court Road is both a major pedestrian and vehicular route, contributing to the main amount of noise and air pollution around the site. However, the residential use in no. 51 is already established and the proposals will not cause any further detrimental impact on the amenity of residential occupants. Where appropriate, the proposals locate main living rooms facing Tottenham Court Road, while keeping bedrooms to the rear of the site.

The office building will include air filters on all mechanical ventilation systems to avoid any air pollution having any impact on the internal environment.

It is important that light pollution in the street is also considered, and the introduction of some form of shutters within the facade could be considered for the residential building.



Fig: 2.3 Sun path diagram



Fig: 2.4 Wind diagram

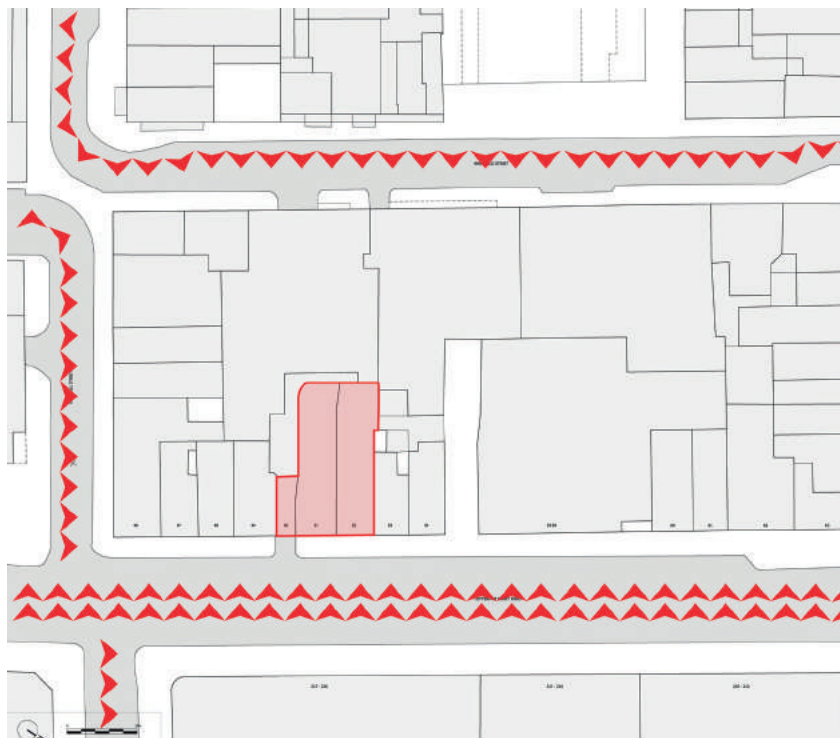


Fig: 2.5 Noise analysis diagram

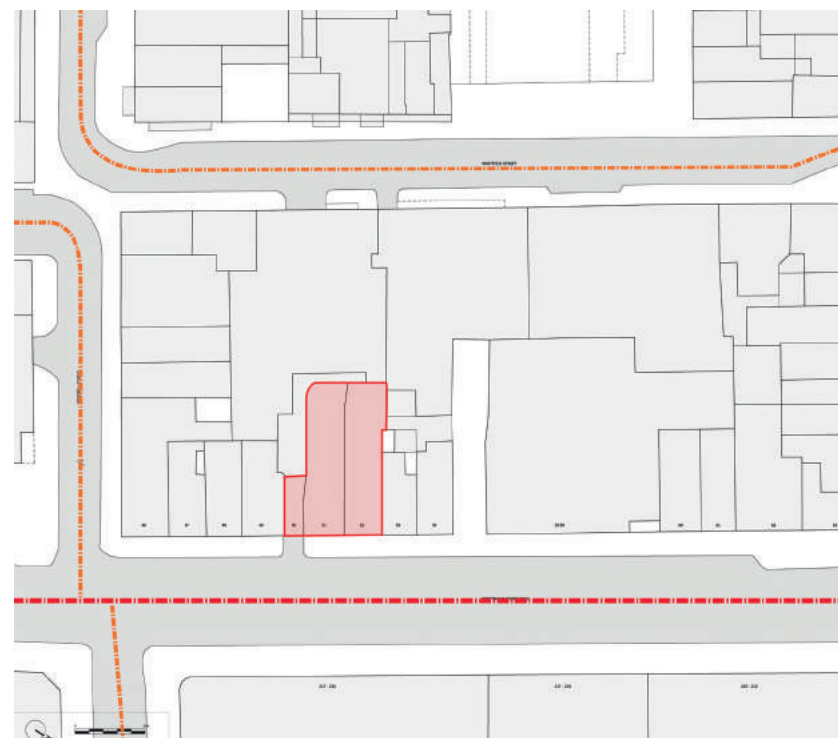


Fig: 2.6 Traffic analysis diagram

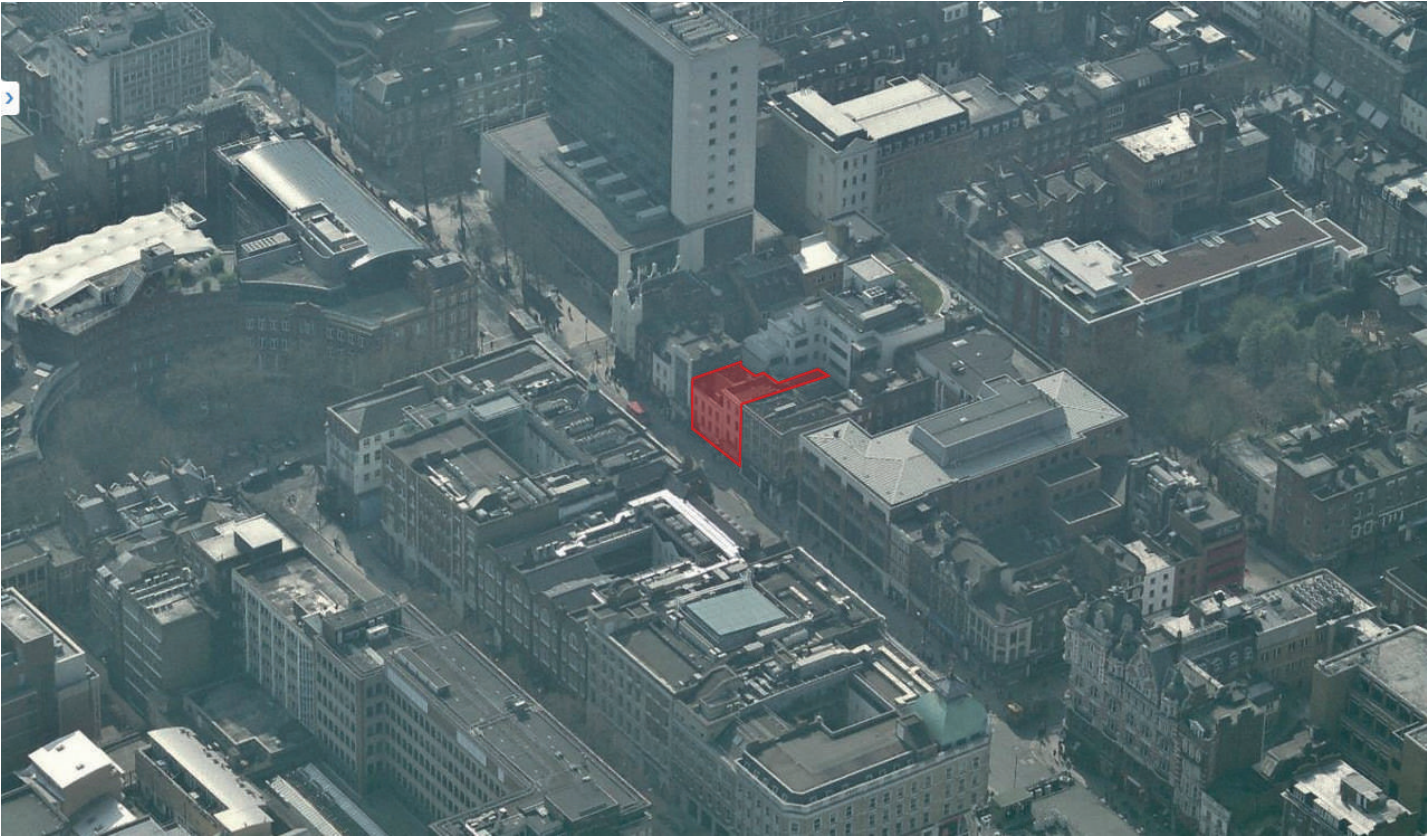


Fig: 2.7 Aerial Photograph from north



Fig: 2.8 Aerial Photograph from west

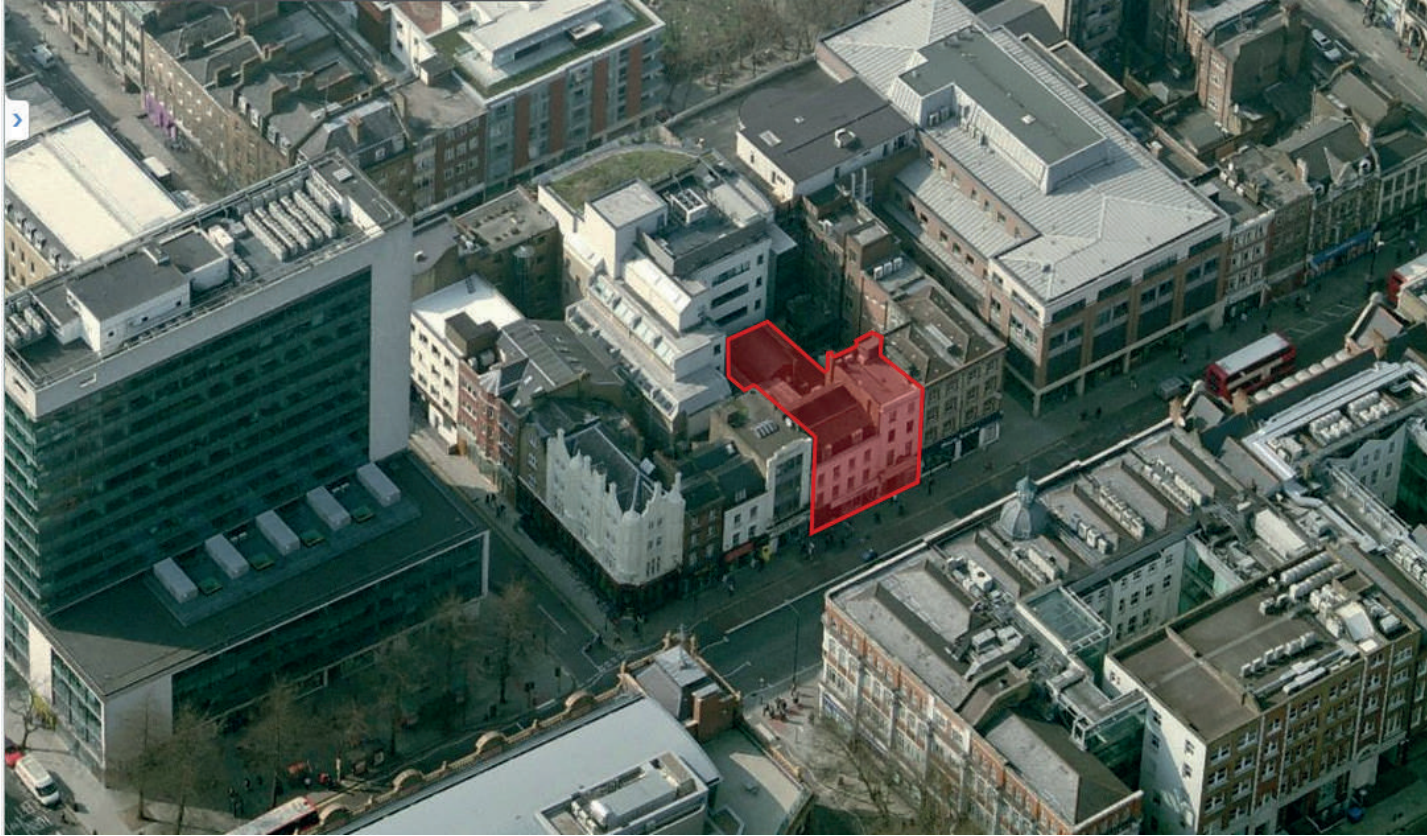


Fig: 2.9 Aerial Photograph from east



Fig: 2.10 Aerial Photograph from south

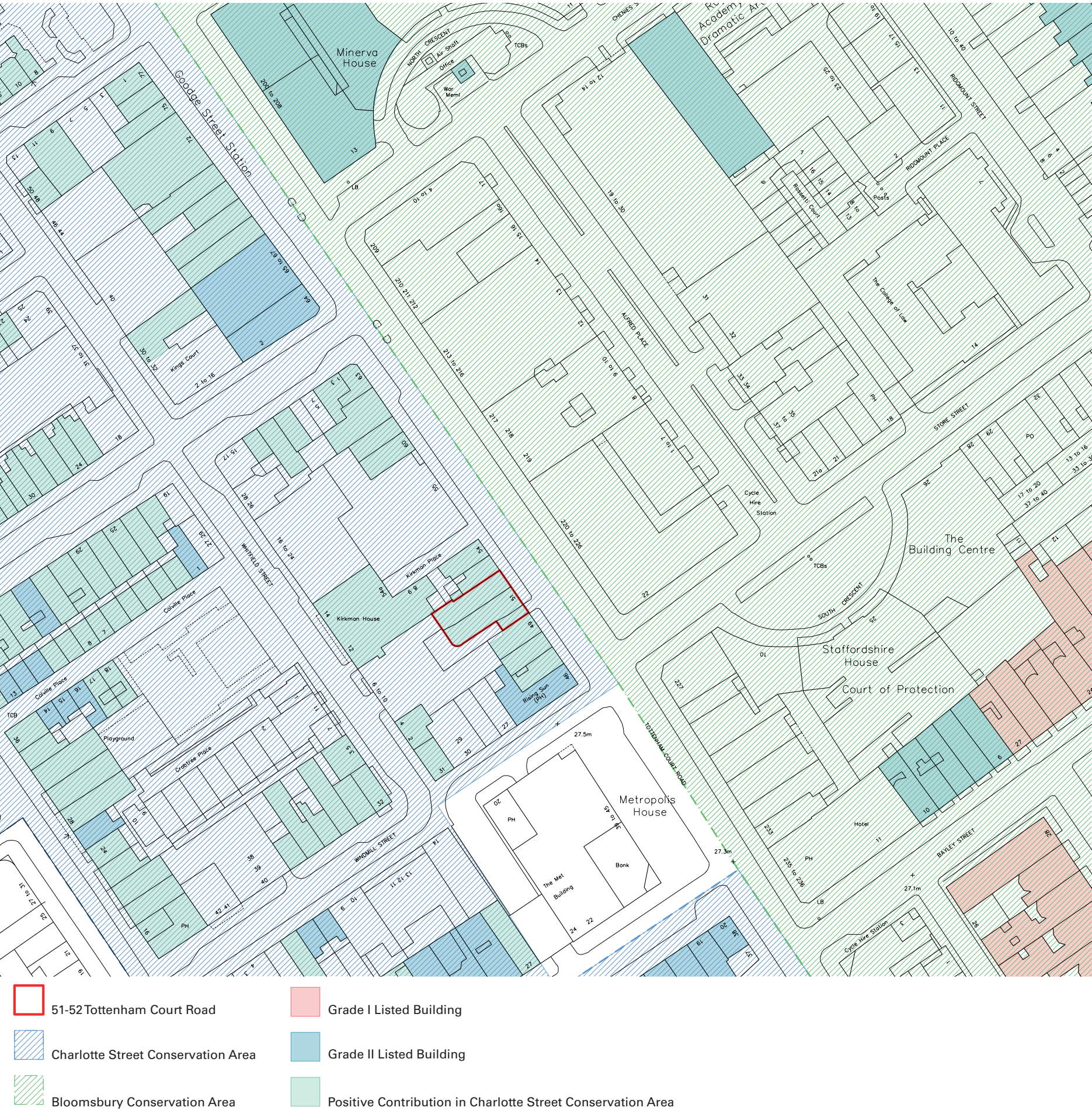


Fig 2.11 Conservation Areas and listed buildings

2.5 Conservation Areas

2.5.1 The Charlotte Street Conservation Area

51-52 Tottenham Court Road lie on the eastern edge of the Charlotte Street Conservation Area. The Conservation Area was designated in March 1974 and has been extended several times. The Site has only been included within the conservation area since its most recent extension in November 1999. The boundary of the Conservation Area runs along Tottenham Court Road. Opposite the Site is Bloomsbury Conservation Area, designated in 1968 and subsequently extended several times.

- 2.5.2 The area is recognised to be of special historic and architectural interest that is worthy of protection. (See Fig: 2.3). This means that in accordance with Government guidance and Camden’s Policy DP25, the council will normally expect all buildings that make a positive contribution to the conservation area to be retained, as a measure to preserve or enhance the area’s character. The application is subject to the Charlotte Street Conservation Area Appraisal and Management Strategy in relation to guidance for the types of alterations and developments that are acceptable in the conservation area.
- 2.5.3 Listed Building and Positive contribution to the Conservation Area

Neither of the buildings on the Site are listed, nor do they lie adjacent to any listed buildings. However, both no. 51 and 52 are listed as making a positive contribution to the character and appearance of the area, alongside various other buildings on the street.

Within the same urban block as nos. 51 and 52 on Tottenham Court Road, No. 46 - The Rising Sun, is grade II listed and dates from 1896. Further north, nos. 64-67 and nos. 2-8 Goodge Street is listed grade II, dating from 1903. There are other listed buildings in the wider area, but given the dense urban character of the area, none have a significant visual relationship to the Site.