



Fig: 2.28 Existing East-facing Elevation -Tottenham Court Road

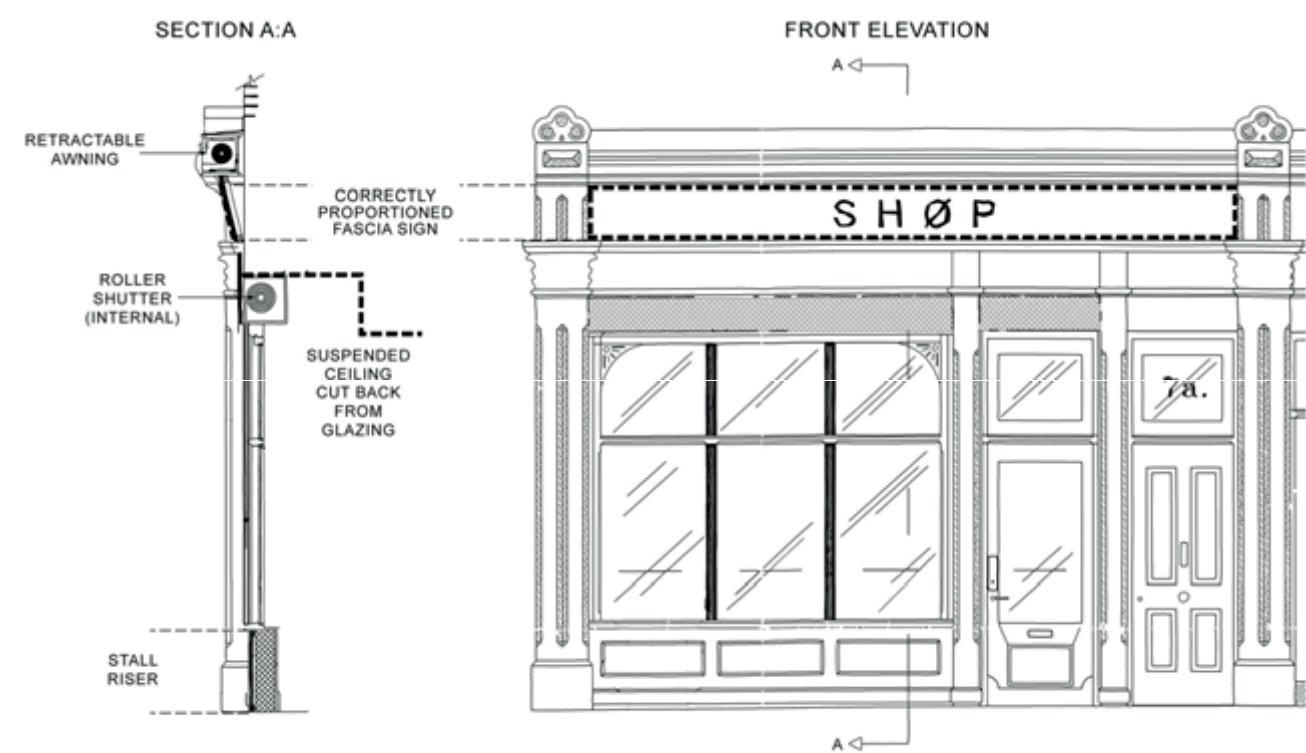


Fig: 2.29 Camden Planning Guidance - Shopfront Standard

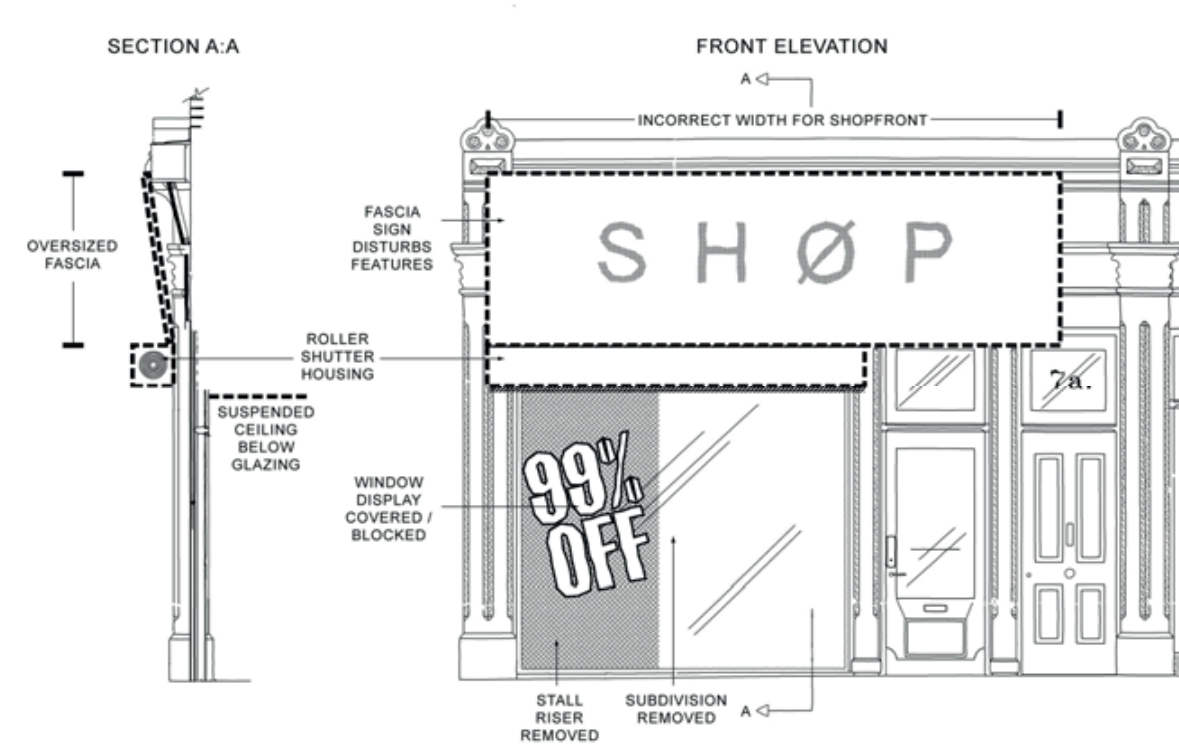


Fig: 2.30 Camden Planning Guidance - Features to avoid

2.9 **Retail Frontage on Tottenham Court Road**

2.9.1 The retail frontage design relates to Core Strategy Policy – D1 and D2 – Promoting High Quality places and Conserving Our Heritage and Development Plan Policies – D3 – Shopfronts.

In this scheme the existing 51-52 Tottenham Court Road buildings are respectfully retained.

Hence the ground floor facade should complement the existing buildings in expressing it’s original proportion of windows and alignments.



Fig: 2.31 Existing and Proposed Elevation fronting Tottenham Court Road



Fig: 3.1 Existing view of Tottenham Court Road looking north-west

3.0 Proposed Design

- 3.1 The proposed view of Tottenham Court Road (Fig. 3.2) illustrates our intention to maintain the character, materials and individuality of the original buildings.

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

The proposed Ground Floor shopfront expresses a continuity of materials with the existing building's:

Painted brick frontage, metal frame windows and entrance doors reflect the proportion and character of the existing building.

Retail activities, window displays and lighting will enliven the street frontage to complement Tottenham Court Road's high street character.



Fig: 3.2 Proposed view of Tottenham Court Road looking north-west

4.0 Access Statement

4.1 Summary
Squire and Partners and the applicant set excellent standards of accessibility through consideration of inclusive design from the conception of the project and the consideration of the needs of all users. All aspects of the building are designed to ensure an inclusive and enjoyable environment for everybody.

The purpose of this statement is to outline Squire and Partners overall holistic approach to inclusive design within the scheme in accordance with the relevant local and national planning guidance, along with how the different access principles will be implemented into the scheme and managed.

In principle the scheme design retains all existing residential and office uses and improves the quality of retail areas primarily by improving accessibility externally and internally.

4.2 Pedestrian Access
The scheme will provide a safe, legible, high quality inclusive environment that will be easy to use for as wide a range of people as possible without undue effort, special treatment or separation. The site’s highly sustainable location in transportation and accessibility terms includes proximity to underground stations, rail stations, buses and roads for taxis and cars. In addition, level pedestrian access is provided on the site and around the site to Tottenham Court Road. Collectively, these transport modes provide the site with a large public transport catchment area which benefits from excellent accessibility.

The development proposals will continue this existing good level of accessibility to the mobility impaired, in line with requirements set out in National Guidance and Camdens UDP. The pavement around the site is relatively flat.

Entrances to proposed retail unit, existing residential and office will have step free access from the pavement through doors designed to suit wheelchair and impaired access requirements.

All existing steps and level differences on Ground Floor and Basement will be levelled. Flushed threshold is provided for all retail areas.

The following documents have been referred to in the development of the scheme:
- Relevant British Standards
- Part M of the Building Regulations
- Part B of the Building Regulations
- Camden Shopfront Design Guide

The Camden UDP has been reviewed carefully with regards to mobility impaired access and policies have been accounted for in the design.

4.3 Trains, Buses, Boat and Cycle Services
The local underground station at Tottenham Court Road, has good mobility impaired access as it is a step-free station. Street level to platform can be achieved by lift and ramp. Level access to the trains are also provided.

The station has recently undergone major improvements with the cross rail interchange developpment. All buses operating around the site have wheel chair access, designated priority seating and wheelchair spaces.

Cycle parking for the building is provided in accordance with Camden cycle parking requirements. They are located within secure storage facilities at the basement and all are served by stairs.

4.4 Access to and around the building
Access to Tottenham Court Road will be levelled with the pavement. Pavement surfacing is as per Camden requirements and an appropriate level of external lighting will be provided.

Access into the Building
Flushed thresholds are provided for the majority ground floor areas and entirety of basement.

4.5 Communications and Controls
This will be addressed during the detailed design stages. Generally signage will be clear, legible and consistent and consideration will be given to provide auditory signals for the visually impaired and visual signals for the auditory impaired. All fire alarms will be both visual and auditory in line with Part B of the building regulations.

The building will be managed separately by either the occupier or an appointed management company who will also take responsibility for the development.

4.6 Evacuation and means of escape
In the event of an emergency, evacuation from the building Ground Floor is directly through entrance doors to outside. Basement is served by 2 existing staircases and the distance for 2-way escape is compliant. In terms of spatial planning, areas at the rear of retail units can be designed as stair core with protected refuge if necessary. This is subjected to further studies with building control.