

Streat Markets Ltd
Design and Access Statement

Unit R01/R2
Centre Point
101-103 New Oxford Street
London
WC1 1DD

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1.0 INTRODUCTION

This application is for proposed fit out works to Units R01 and R02 which forms part of the lower basement, basement, ground floor and mezzanine of the Centre Point Link building situated on New Oxford Street and Earnshaw Street W1.

The Centre Point Link is listed Grade II as part of the overall Centre Point development, which was first added to the statutory list (List Entry Number: 1113172) in November 1995, with amendments in April 2013. Unit R01 is an infill and was previously used as a road under the bridge link. R01 is now listed by virtue of the fact that it is attached to the listed building. R01 has been designed as a transparent glazed box.

The proposed works for which we seek listed building consent include the installation of working kitchens, the introduction of associated plant to both cool, heat and extract cooking air from the site together with various alterations and finishes within the site as a whole.

KM Heritage have prepared an accompanying Historic Building Report, which assesses the scheme's impact on the Grade II Listed Building and the Denmark Street Conservation Area.

This application follows a number of pre-application discussions with the conservation officer from the London Borough of Camden (LBC), with comments and feedback being taken on board in the preparation of this document.

The design and concept seeks to create a welcoming and exciting Food Market concept for this part of Camden and beyond, one that responds to and respects the significance of the building and the diverse history of the area.

2.0 SITE BACKGROUND

The Centre Point site is located within the London Borough of Camden and close to its border with the City of Westminster along Charing Cross Road.

The area is characterised by an extremely diverse set of buildings, scales and uses, which reflect its rich history and intensive development within this central location. Its long-standing place as a crossroads between a number of more defined neighbourhoods, namely Soho, Bloomsbury, Fitzrovia and Covent Garden, has resulted in the immediate environs of the site forming a chaotic mixture of post-war and much older buildings varying in scale.

The importance of the junction between St Giles High Street, Charing Cross and Oxford Street has resulted in a mixture of strident and relatively high density development, of which Centre Point is an example, alongside older buildings of only four or five storeys.

There are a number of key landmark buildings such as the Grade I listed St Giles Church, and quiet residential pockets at the edge of Soho and Covent Garden, nestled alongside contemporary high quality office developments such as Central St Giles that respond at a much larger urban scale to the major thoroughfares.

A number of contemporary redevelopments of Victorian sites at the southern end of Tottenham Court Road, and those associated with the redevelopment of Crossrail on the western side of Charing Cross Road will transform the junction into a much more contemporary space and consequently frame Centre Point itself as a more historic landmark.

Centre Point is located within the Denmark Street Conservation Area, with Bloomsbury Conservation Area lying immediately adjacent to the site to the north of New Oxford Street.

2.1 Access

Access to R01 and R02 is either from Earnshaw Street, New Oxford Street, a newly created pedestrian walkway under the link building and via the newly created public piazza.

2.2 Site Context

The Centre Point development is composed of distinct elements. Units R01 and R02 are located at ground floor in the Centre Point Link building.



A render showing an impression of units R01 and R02 courtesy of MICA architects.

3.0 STREAT MARKETS COMPANY BACKGROUND

Streat Markets Ltd is a newly created company trading as 'Food Theatre'. The founders, investors and key team members all have significant experience in the hospitality industry and are working tirelessly to ensure that Food Theatre is an important culinary, creative and commercial success. Key biographies are set out below.

DIPAK PANCHAL CO FOUNDER AND DIRECTOR

Dipak has over 20 years experience as an entrepreneur primarily in hospitality and more recently in technology. Dipak currently serves as co-founder & Head of growth & Strategy of a multimillion pound turnover Hospitality Group that owns and operates 3 brands over 10 locations and employs over 200 staff. Together with this he is the co-founder of Vessel, a disruptive food delivery venture that aims to focus on distributed food production in the burgeoning meal delivery industry to address consumer preferences that the existing meal delivery players are unable to fulfil. Food Theatre is the venture that Dipak will now be focusing on.

MATT CORRALL DESIGN AND BRAND

Matt Corral is an award winning creative director whose expertise includes photographic art direction, creative direction - interior design, exhibition design, corporate identity, branding and brand strategy, sculpture and painting. Clients include significant blue chip organisations, hospitality and retail companies, galleries, advertising agencies and design consultancies. Matt continues to lecture at various British universities and works regularly with the British Council in India to further design and art education.

DYLAN MURRAY OPERATIONS

Dylan Murray is a highly skilled and successful Operations Director with over 23 years experience in the hospitality sector, running company-wide operational functions and leading large scale projects, from inception to completion. He has extensive expertise in implementing strategic operational plans; significantly expanding business opportunities and managing bottom-line factors to maximise efficiency and grow profits. Following successful careers with Drake & Morgan, Soho House, One Aldwych, Landmark London and others, Dylan now offers his unique freelance talents, through Pickle Consultancy, to start-up and existing businesses wanting to realise their potential.

LEO FELDMAN: BRAND CURATION

Leo Feldman is a partner at Shelley Sandzer with seven years experience working with restaurateurs and chefs to find and secure new locations and opportunities. He has been involved in some of the most exciting deals in London over the past few years. Leo will be assisting Dipak and the team in sourcing exciting operators and brands as well as helping them to curate the space. He has been advising the business for the past three years on property matters and working on the site requirement

3.1 Concept Description

Food Theatre is an exciting, class A1/A3, design driven Food Market delivering best in class international food and beverage. Our carefully curated 'new to London' concepts represent a cross-section of affordability and everyday indulgence. We aim to showcase 8 individual chef led operators together with 2 curated bars. It is our intention, where possible, to select some of our tenants from within the borough.

Our retail selection supports our varied menu frameworks through gourmet delicatessen, bakery, patisserie, a cheese shop and gifting items. In addition you will find a London florist, coffee and barber shop.

Furthermore, we'll be working with specialist public art curators to develop a programme of innovative and changing artworks that reflect the artistic tradition of Camden and beyond.

Food Theatre can be understood by its 5 conceptual pillars. The expression of these will be a winning synergy, placing us in a unique environment away from conventional competitors.

Food

Approachable menus that focus on diversity, taste and quality. A unique range of cuisines that share a common spirit of friendliness and value.

Retail

We are the city's pantry. Seasonal food and non food retail products.

All day experience

A place where culinary innovation, art, technology and culture gather together. An interchangeable, design led environment that pulses to the city's beat.

Drink

We are a place for your coffee, your rum cocktail, your craft beer or your chilled Burgundy. Stop by, settle in and soak up the scene.

Education

We aim to develop a series of youth cooking initiatives targeted at local young people. Participants are encouraged to learn new skills, understand food provenance and through the cooking and sharing of food, increase their understanding of community, the land and each other.

Food Theatre is a positive addition for both consumer, operator and landlord. Our rigorous approach to brand curation provides a tightly edited cross section of what's genuinely exciting in the world of food and beverage retail.

4.0 DESIGN APPROACH

4.1 London Borough of Camden pre-application meetings

The approach to the interior design for the Food Theatre concept has been to create a synthesis between the modernist and historical context of the site and also the enclosure of the former road way recently created by MICA Architects (planning permission ref: 2015/5068/P and listed buildings consent ref: 2015/5069/C). What was once a public thoroughfare, we intend to re-open as a new public space. In terms of aesthetic and the concept's look and feel, we have created a design which will celebrate the significant period elements within the space, the piloti, the wooden and concrete ceiling treatments, the staircases and the balustrades, while introducing new and complimentary elements which sit in harmony with the mid-century character of the site.

Furthermore, we've had several very positive informal pre-application meetings with Camden's heritage officer and have widely discussed our design and operational intentions, all of which have been documented by LBC in writing. In summary, we have agreed to the following.

1. Floor finish in the main restaurant and on the mezzanine is to be concrete - polished or raw;
2. Floor finish on the pre-existing mezzanine is to be concrete - polished or raw;
3. The underside of the pre-existing mezzanine is to be finished, painted and smooth;
4. The visible heritage elements, staircases, balustrades, piloti etc, are to be retained and celebrated;
5. There will be minimal fixings to the ground floor concrete ceiling; and
6. Views are to be maintained where possible from New Oxford Street to the newly created piazza.

4.2 Material Palette

The material palette, excluding joinery and loose furniture items, takes its reference from the pre-existing architecture and from the mid century aesthetic of the space. While we don't want to create a pastiche of that time, the overwhelming atmosphere of the environment has a 1960's modernism that it would be easier to work with, than against. Notwithstanding the fact that it's very visually appealing.

Concrete - textured/relief or smooth (floors, bar fronts)

Glass - opaque/reeded (kitchen design, free-standing screens and partitions)

Timber - natural, unpainted, sustainable hardwoods, oak (free standing furniture, within the kitchen design, retail units, decorative elements)

Metal - cortens, polished or powder coated steel or expanded mesh (within the kitchen bar design, free standing furniture, retail units)

Tile - varying sizes and glazes (various wall applications, within the kitchen and bar design, toilets, back of house areas)

Glazed brick / Grey brick Terrazzo (within the kitchen and bar design, various wall finishes, toilets)

4.3 Kitchen/Bar Architecture / Design Principles

Kitchens

The individual kitchens will be fixed elements containing a cook line of equipment, an extraction hood and an architectural framework to which a material palette will be applied. Key principles of the kitchen design can be described as follows -

1. A framework construction that has common or modular elements that can be applied to the footprint and volume of each kitchen
2. A suite of materials that relate to each other but could be considered individual in their application - in simple terms, we will create individuality while maintaining a harmonious palette
3. A common/unifying counter top and material that runs through all or some of the kitchens
4. A clad extraction hood system exiting via ductwork at mid height so maintaining views of the concrete ceiling in the main space
5. An integrated signage system with consideration given to the prominence of the kitchen or chef's name