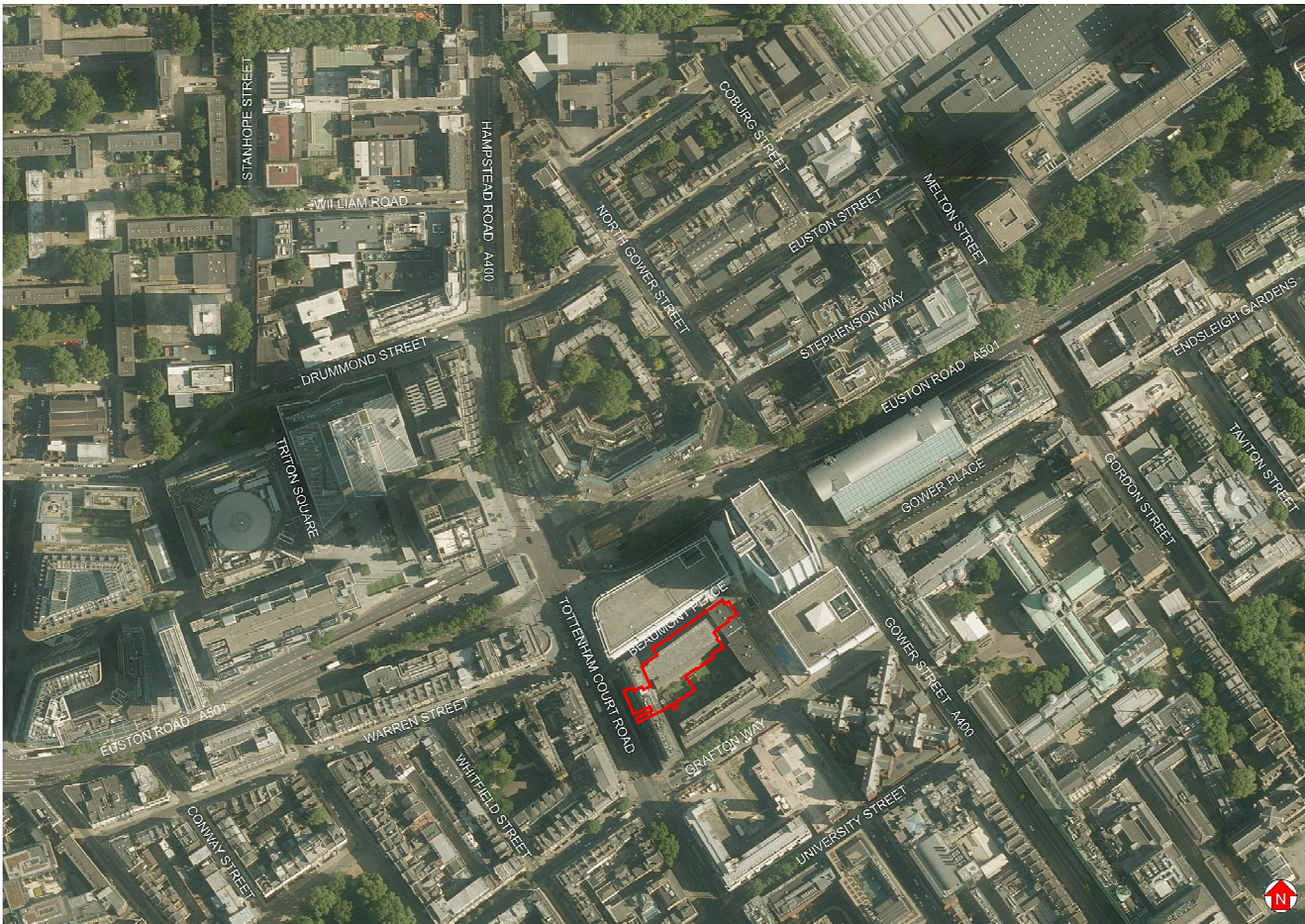


# DESIGN AND ACCESS STATEMENT

Proposed shopfront alterations at 145 Tottenham Court Rd, W1T 7NE  
for Lidl Great Britain Ltd





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## 1 Introduction

1.1 This statement has been prepared in accordance with guidelines provided by the commission for Architecture and the Built Environment (CABE).

1.2 Lidl Great Britain Ltd will occupy the food retail unit currently operated by Sainsbury's at 145 Tottenham Court Road, London W1T 7NE. The existing unit will be stripped out and refitted internally to Lidl's requirements.

1.3 This Design and Access Statement has been prepared to accompany the following: applications:

- Planning application to cover the design and installation, of new shop window glazing, entrance / exit doors and 3 external doors at side and rear.
- Application for advertisement consent for proposed signage.

## 2 Project details

2.1 **Site Address:** 145 Tottenham Court Road  
London W1T 7NE

2.2 **Applicants:** Lidl Great Britain Ltd  
London North West Property Office  
4-14 Blackbird Hill  
London NW9 8SD

2.3 **Architects:** KLH Architects Ltd  
The Old Steelyard  
Poplar Lane  
Sproughton  
Ipswich IP8 3HL

### 2.4 Local Planning Authority:

Camden Council  
5 Pancras Square  
London N1C 4AG

## 3 Context / Site appraisal

3.1 The application site is the ground floor retail food store currently operated by Sainsbury's at 145 Tottenham Court Road, London W1T 7NE.

3.2 The store is in a busy location on the east side of Tottenham Court Road, opposite Warren Street Station about 80m south of the Euston Road junction.

3.3 The store occupies part of the ground floor of Maple House, an 8 Storey building with retail users at ground floor level. The building has a deep projecting canopy over the Tottenham Court Road pavement.

3.4 The building is not listed and the location is not a Conservation Area.

3.5 Maple House has a basement car park serving offices above ground floor, with access from Beaumont Place at the rear. Ventilation shafts from the basement car park occupy a zone along the Beaumont Street elevation of the building and are terminated in louvred grilles facing the street. 3 pairs of existing doors, one at the rear (for deliveries) and two to the side (for escape) will be replaced under the current proposals.

## 4 Design objectives / proposals

### Planning Application

4.1 The planning application covers the replacement of the existing shopfront glazing and entrance / exit doors along with the replacement within existing openings, of two pairs of escape doors facing Beaumont Street North and the delivery doors at the rear facing Beaumont Street East.

4.2 The internal arrangement of the proposed Lidl store will vary from that of the current operator. An in-store bakery will be positioned at the front of the unit which will necessitate repositioning the entrance to the north side of the shopfront.

4.3 Circulation through the store will operate on a one-way system (as is presently the case) with automatic opening entrance doors at the north side of the shopfront and automatic opening exit doors to the south of the entrance to Pure Gym.

4.4 The new glazed front elevation will address the proposed changes in internal layout in a simple, logical manner appropriate to location and function.

### Application for advertisement consent

4.5 The application for advertisement consent covers the installation of a single fascia sign located on the glazed panel above the proposed new automatic opening entrance doors and a single projecting sign on the pier at the south side of the shop frontage.

4.6 It is intended that the new signage will be simple, logical and of appropriate scale and appearance.

## 5 Materials

5.1 Maple House is a framed building with a strong horizontal emphasis, particularly at street level where the continuous projecting canopy is a dominant feature in the street scene.

5.2 The existing building is clad in polished granite. Below the projecting canopy at the north end of the frontage, is the entrance to offices on the upper floors. That element is separated from the application site by a vertical panel of polished granite. The remaining part of the shopfront is given over to retail users operating behind extremely busy active frontages.

5.3 The proposed new shopfront glazing and automatic opening entrance and exit doors will be formed in polyester powder coated aluminium in dark grey RAL 7024 (Graphite grey) with clear glazing, trim and hardware in matching RAL 7024 finish. Obscured panels of glazing as indicated, to be in pale grey RAL 9006 (White aluminium).

5.4 The three proposed replacement double doors to Beaumont Place will be steel doors in RAL 7024 (Graphite grey).

## 6 Documents

6.1 Design drawings prepared by the architects and forming part of the application, include:

3854 / 112 Site location plan  
3854 / 113 Site plan as existing  
3854 / 114 Elevations as existing 1  
3854 / 115 Elevations as existing 2  
3854 / 102J Site plan as proposed  
3854 / 110K Elevations as proposed 1

3854 / 111C Elevations as proposed 2  
3854 / 116B Signage details

## 7 Conclusions

### Planning Application

7.1 The occupation of the store by the applicant will broaden the food retail offer in this part of the Borough.

7.2 The proposals represent a significant financial commitment to the area by the applicants who expect the store to trade well, to provide valuable local employment and to increase economic activity.

7.3 The detailed design of the refitted building will focus on low energy consumption and sustainability.

7.4 The detailing of the proposed changes to the shopfront and doors to the side and rear will be in keeping with the prevailing pattern, scale and appearance in the surrounding area whilst signifying the change of operator.

7.5 The design proposals are straightforward, logical and sustainable. They meet the needs of the applicants and take an inclusive approach to all the issues of accessibility.

### Application for advertisement consent

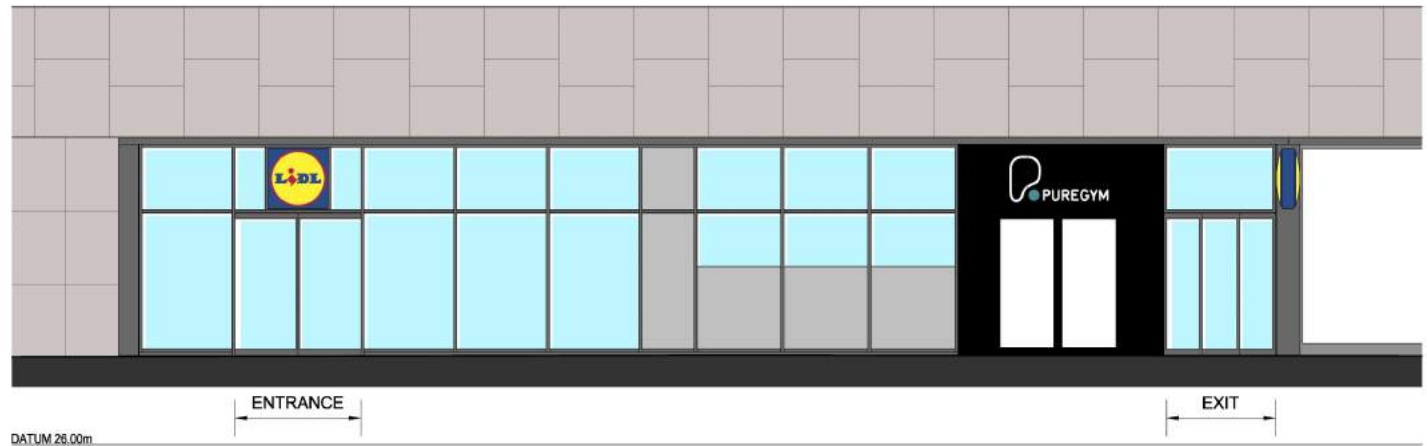
7.6 The proposed signage proposals are modest, logical and appropriate.

KLH Architects  
04 June 2019





Existing shop front, entrance left, exit right



Proposed shop front