

**CLARIDGE**ARCHITECTS

22 Tower Street

Design & Access Statement

Rev A\_19.11.19

For:

British Retail Consortium



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## 01 Introduction



### Purpose of Document

This document has been prepared by Claridge Architects on behalf of British Retail Consortium in order to support the planning application in relation to the proposed development of 22 Tower Street (the 'site'), located in the London Borough of Camden.

The document explains the thinking and design rationale behind the proposed reconfiguration and extensions to the existing property (the 'proposals') within the physical and cultural context of the site.

This includes analysis of the local constraints & opportunities and how they informed the final design proposals, including layout, scale, massing and facade design.

This planning application has been prepared through a process of collaboration with the professional design team as listed below:

Planning Consultant  
Architect  
Project Manager  
Heritage Consultant  
Structural & Civil Engineer  
MEP Consultant Engineer  
Cost Consultants & QS  
Arboricultural Consultant  
Acoustics Consultant  
Daylight / Sunlight Consultant

DWD  
Claridge Architects  
Colliers International  
EDP  
Heyne Tillet Steel  
MEP Pro  
Colliers International  
Hallwood associates  
KP Acoustics  
Colliers International





## Project Brief

The aim of the project is to transform the existing Grade II Listed, former school building, to become the headquarters of the British Retail Consortium (BRC).

The proposal involves the removal of harmful 1980s interventions alongside careful internal reconfigurations, and the addition of sensitive contemporary extensions. The proposals seek to safeguard the usefulness and heritage of this architecturally significant building.

The BRC is the trade association for the majority of UK retailers, promoting the story of retail, shaping debates and influencing the issues that matter to the industry.



## 02 Site and context



### Context

22 Tower Street is situated in a heavily urbanised environment of mixed-use buildings of varying age, type and scale. The area surrounding the site is not dominated by one particular building type or style, but is instead characterised by their variety.

The site is bound to the south-west by Tower Street, and to the north-east by a pedestrianised alley, Tower Court. The site is located just metres away from Seven Dials and it falls within the Seven Dials Conservation Area.





## Site description

The main property forming 22 Tower Street comprises a ground floor plus 4 storeys above and a basement, considerably taller than the surrounding buildings, with a varied roof-scape.

At the rear of the site, the courtyard houses a large conservatory, added in the 1980s, after the conversion of the school to office accommodation in the 1960s.

The site also includes a single storey wing to the North facing Tower Street extending to the rear and a separate three storey house (2 Tower Court), also part of the Listed designation, but not part of this application.



## 02 Site and context



1 - Buildings fronting Seven Dials



2 - View of site and Tower Street



3 - Red brick buildings on Earham Street



4 - View along Earham Street

### Local architectural character

The local area is characterised by well established street frontages, with ground floor shop-fronts and commercial or residential uses above. The buildings that immediately surround to the site are mostly 3-4 storey, predominantly made of red and brown stock brick, with highly articulated detailing and varied fenestration types. Further from the site, taller buildings are present and the style becomes less consistent.

