
Unit 2, 10 Bloomsbury Way, Holborn, WC1A 2SL

Design & Access Statement

November 2020

1. Introduction

1.1 The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Based on amendments to the Use Classes (1st September 2020), the premises can be used as sale of food and drink for consumption (mostly) on the premises (restaurant)

1.2 The scheme does not give any rise to any significant impacts regarding residential amenity, design or highway safety and would not undermine the attractiveness, vitality or viability of the existing locality.

1.3 This statement is submitted as part of a formal application and is to be read in conjunction with all architectural drawings and associated documentation.



[Aerial view of the site & surrounding area - Google Maps]

2. Overview

- 2.1 The site in question is currently vacant. The site is on the ground floor of a larger separate building with multiple offices above. Our proposal concerns only the ground floor E(b) Sale of food and drink for consumption (mostly) on the premises.
- 2.2 The proposal has been designed through a process of carefully considering the existing building, in addition to its neighbours.

3. Use

- 3.1 The existing site's planning use was as an A3 use class restaurant. The planning use is not proposed to change.



[Exterior view of the existing restaurant - Google Maps]

4. Site, Surroundings & Heritage

4.1 This key area in the Camden borough is one of the most populous & busy, especially when concerning tourism to the heart of historic London. The British Museum is located 5 minutes from the site. 6.4 million people visited the museum in 2016, making it, for the 10th year running, the country's top visitor attraction.¹ Footfall in this area is high and diverse. This area comprises of some of the most recognisable and iconic landmarks of London.

4.2 Properties, including this site are protected by one (out of a total of 40) conservation zones in the Camden borough. The zone in question is known as solely as Bloomsbury.

4.3 The site falls under sub area 8: New Oxford Street/High Holborn/Southampton Row.

4.4 This particular sub area is characterised by areas of large-scale, late 19th and 20th century blocks fronting busy thoroughfares. Development followed the construction of new routes combined with the widening of earlier streets, thereby cutting through the earlier 17th and 18th century street pattern. The narrow back streets in the sub area reflects the earlier layout. The predominant use is commercial, with a range of shops, banks, offices, hotels and theatres. Residential accommodation generally takes the form of mansion blocks. Although the area is strongly influenced by a formal pattern of streets and spaces it was not planned to create distinctive formal vistas to architectural set pieces. Where there are set piece buildings (such as The British Museum and St George's Church in Bloomsbury Way) these generally become evident as landmarks in the streetscape.²

4.5 The site is centrally located between both Holborn station & Tottenham Court Road Station, part of the TFL underground network. Being a key part of central London, the site is well connected with numerous bus routes & underground/overground train stations nearby.

¹ The British Museum, 'Annual Review 2016/2017', <http://www.britishmuseum.org/pdf/ANNUAL_REVIEW_July2017.pdf> [accessed 14th March 2018].

5. Planning History

5.1 Planning history (according to Camden's Planning Portal) appears to detail multiple applications dating back to 2015.³

5.2 Aside from the above, this appears to be the first application pertaining to the sole alteration of Unit 2.

6. Design

6.1 This straightforward application concerns the implementation of a commercial extractor unit to the existing shop front to account.

6.2 The accompanying drawings account for the implementation and proposed location of the extractor unit and the specifications and full features that the unit shall uphold as standard.

6.3 The proposed filter system will be extracted towards the front of the building facing Bloomsbury Way. The extractor will be directly carbon filtered via the existing aluminium grills. This will be sympathetic to the facade of the existing shopfront.

6.4 These changes are sympathetic to the character of the building and the wider conservation area within which the building is located. They are completely reversible and present no risk of damage or irreversible change to the aesthetic or general character of the site.

6.5 As identified in the 'Bloomsbury Conservation Area Appraisal and Management Strategy', this area of high footfall com prises predominantly of commercial use units; this proposal is an essential alteration to improve the functionality and safety of the space, in light of its granted planning use as an A3 restaurant.

6.6 Access to the property will remain unaltered.

² Camden, 'Bloomsbury Conservation Area Appraisal and Management Strategy', <<https://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/supplementary-planning-documents/conservation-area-appraisal-and-management-strategies/bloomsbury/>> [accessed 14th March 2018].

³ Camden planning reference: 2015/5778/A. N.B. This application concerns Unit 1 of 10 Bloomsbury Way and is not directly associated with Unit 2 for which we are proposing this alteration.

7. Integrating high quality design

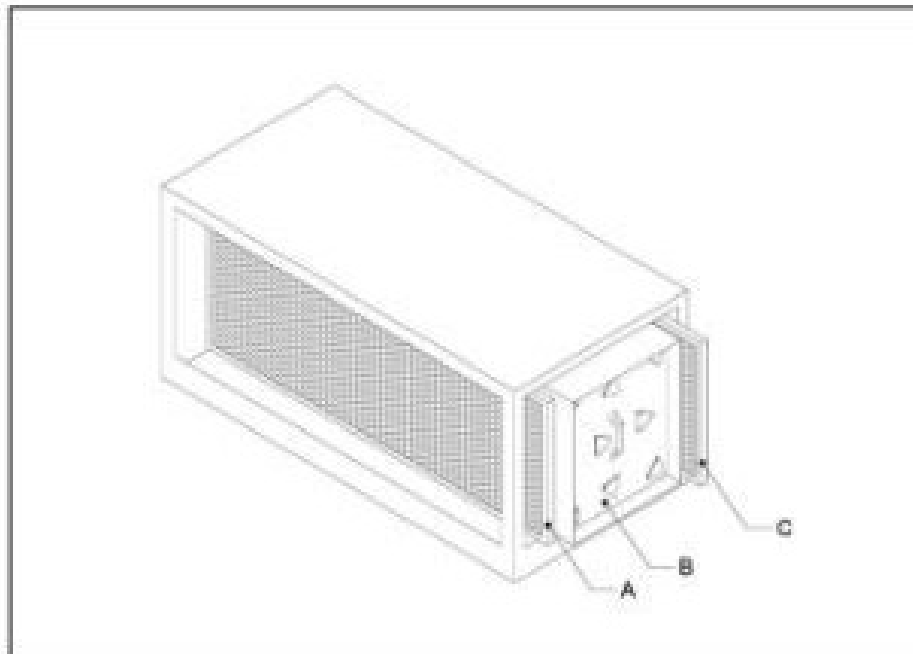
- A) All development proposals will:
- I. Contribute to safeguarding and respecting the diverse character and appearance of the area through their design, layout, construction and use; and
 - II. Seek to reduce carbon emissions and make prudent and efficient use of natural resources, particularly land, energy and water.
- B) Development will be supported where it achieves a high quality of design that optimises the potential of the site and contributes to a sense of place. This will be accomplished by:
- a. Having regard to the specific characteristics of the site's wider context and the character of the surrounding area;
 - b. Incorporating an appropriate mix of uses on the site;
 - c. Having an appropriate scale, density, massing, height and material;
 - d. Having regard to the amenity of existing or proposed properties;
 - e. Having an adaptable layout for sites and/or buildings that takes into account the needs
 - f. of future users;
 - g. Having regard to healthy lifestyles;
 - h. Incorporating energy efficient design and arrangements to manage waste;
 - i. Incorporating hard and/or soft landscaping, alongside boundary treatment of an appropriate scale and size, to enhance the setting of buildings, public space and views;
 - j. Promoting equality of safe access, movement and use;
 - k. Having regard to features that minimise crime and the perception of crime;
 - l. Considering the use of public art, where the sense of place and public access or view
 - m. would justify it;
 - n. Ensuring infrastructure, including green infrastructure and flood mitigation, are well integrated into the development;
 - o. Incorporating, where possible, nature conservation and biodiversity enhancement into the development;
 - p. Paying attention to the use of local materials, architectural styles and features that have a strong association with the area's landscape, geology and built form, with particular attention to heritage assets; and
 - q. Safeguarding the views and setting of outstanding built and natural features and skylines within and adjoining the East Riding, including those features identified in Policies A1-A6.
- C) Innovative design incorporating new materials and technologies will be supported where the local context and sub areas, with their diverse landscapes, geologies, historical background and built form, have been fully considered as part of the design process.
- D) Where possible, the design of development that maximises the use of decentralised and renewable or very low carbon technologies will be supported

8. Unit Specifications

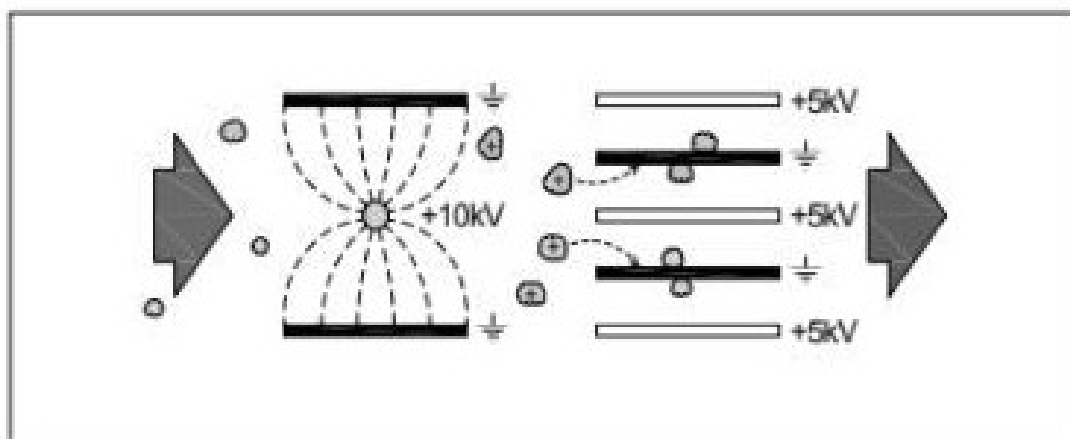
8.1 The product chosen is an electrostatic precipitator (ESP). This air cleaner can remove, at a high efficiency, small grease and soot particles that pass the grease filters. The ESP is designed to be installed in the extraction ducting of a commercial kitchen downstream of the particular kitchen involved.

8.2 It is possible to install an oil drainer in applications for welding of oil-treated steel, oil mist extraction and kitchen fume extraction in order to draw off superfluous liquids from the oil collector.

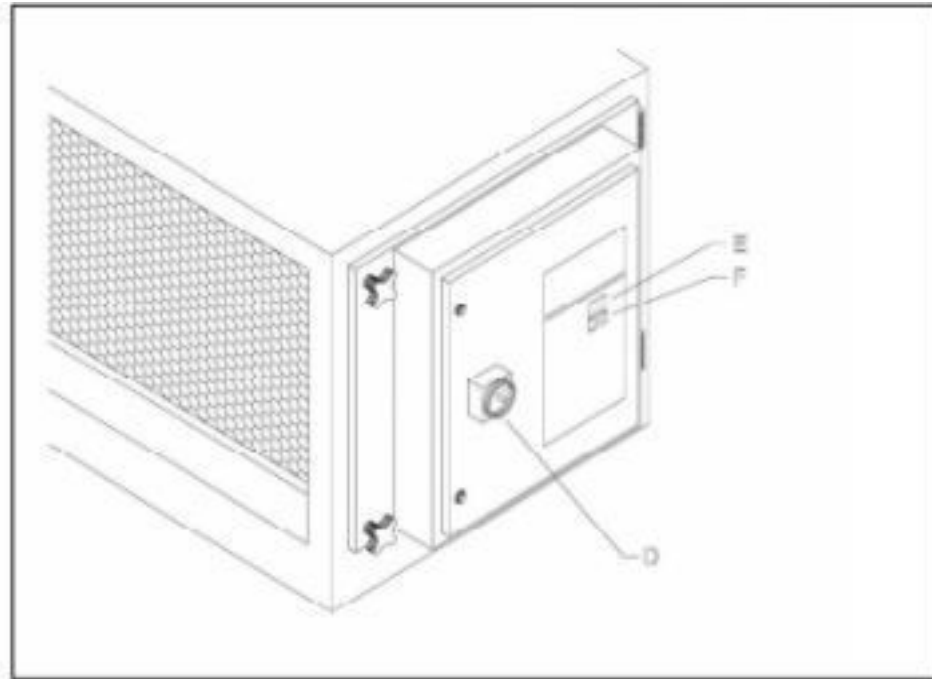
8.3



The extracted contaminated air passes the pre-filter (A) that takes out all larger particles. The pre-filter also ensures a proper distribution of the airflow. After that, the air passes the ioniser (B). The contaminations in the air are electrically charged by the high voltage (+10kV). These will then be deposited on the earthed plates (see fig. 2.2) by the collector voltage (+5kV).



The final filter (4) is the last filtration step and it also spreads the airflow. There is an on/off switch (D) and a high-voltage indicator (E) on the control panel.



8.4 Repairs shall only be carried out by Purified Air or Purified Air-authorized staff.

8.5 The benefits of this unit are the removal of unwanted particles, including odour. The addition of this proposed alteration should be considered essential, so as to reduce the impact of the restaurant's presence on its neighbouring streets

8.6 We enclosed further information with the application.

9. Conclusion

9.1 The design and the proposed alterations that come with it are minimal, adding a contemporary boost to the site and overall refreshment to its character.

9.2 The proposal has been designed to suit local policy in line with government and development plan guidance.

9.3 The renovated exterior design will benefit the occupying restaurant and seeks to support a local independent business improve its footfall, environmental impact and, ultimately their profits too, maximising their longevity in trading.