



## 2101 | 7 Great Queen Street

### Design and Access Statement

Planning

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## Document Control

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## Application Site Address:

7 Great Queen Street,  
London,  
WC2

## 1.0 INTRODUCTION

Emrys Architects have prepared this Design and Access Statement on behalf of GMS Estates Ltd. It should be read alongside Emrys Planning Drawings.

This Design and Access Statement is assembled to support the Full Planning Application submission, to the London Borough of Camden Council, for the improvement works to the ground floor facade of 7 Great Queen Street.

## 2.0 BACKGROUND INFORMATION

### 2.1 The Site

The site lies on the border between the Seven Dials Conservation area and the Kingsway Conservation area, but the building is not listed. Great Queens Street has seen an increase in retail/cafe usage, with buildings emerging directly from the footway with no forecourt. This has allowed the street scene to become more lively.

### 2.2 Location Plan & Aerial Photographs



Fig 01| Site Plan

Site: 7 Great Queen Street  
Client ownership

Seven Dials Conservation area  
Kingsway Conservation area



## 2.3 Site Photographs



Fig 02 | Elevation of 4-7 Great Queen Street shop fronts

## 2.4 Existing Building

The site is part of the four terraced properties, Nos. 4 - 7 Great Queen Street, which are all four storey brick buildings with a mansard roof. The existing shop front is in poor condition and the London Borough of Camden emphasises the importance of good shop front designs, as they play a key part in the character of the street. In the 'Camden Conservation area statement - Kingsway,' it is noted that new shop front designs should utilise the original framing of retail unit. No. 5 Great Queen Street is the only building on the street which is listed and it is clear that the existing design of 7 Great Queen Street does not follow this traditional style. The facade consists of an oversized fascia and there is a lack of historical cornice or corbel features.

## 3.0 DESIGN STATEMENT

### 3.1 Design Proposal

The proposed shop front improvement is based on traditional shop front principles and it is also influenced by the neighbouring frontages which clearly make a positive contribution to the street scape of the area. The design is well proportioned with 3/4 glazed double doors, to the left hand side, with timber panels in line with the stall riser panelling. The dimensions of the new double doors are dictated by the dimensions of the existing single leaf door access to the flats above, which has also been redesigned to follow the improved shop front design. Corbels and new entablature (cornice and timber fascia) details have been integrated into the design and is in line with traditional principles. There are provisions for signage on the fascia and a light to provide illumination onto the signage. Below the entablature, there is a recessed blind box for a traditional style projecting awning and metal grilles following the proportions of the glazed doors and windows below, which are separated by a timber transom. The door furniture is proposed to be brass or bronze to maintain the traditional aesthetic.

### 3.2 Access

Access to the new shop front is via a set of glazed double doors - the placement is the same as the existing. The location of the access to the flats above is retained but with an improved single glazed door, which follows the same design as the new retail entrance. The existing refuse and recycling arrangement will be retained.