

London Borough of Camden 2nd Floor  
5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

**THE HERCULES PILLARS, 18 GREAT QUEEN STREET, LONDON WC2B 5DG**

**DESIGN AND ACCESS STATEMENT**

**1.0 Introduction**

1.1 This design and access statement accompanies applications for Planning consent for the replacement of a non-original shopfront, change of advertisement and fixed glazed canopy.

**2.0 Existing Building Features**

2.1 The shopfront is in a building rebuilt in its present form around 1960. It is located within the Seven Dials Conservation Area.

2.2 The site for the application is located on 2 floors: ground and basement floor. There are 4 upper floors occupied by offices.

2.3 The front elevation to the ground floor level consists entirely of timber cladding. Four arched sashed windows are situated either side of the central double entrance doors with arched glazing. Existing external lighting at customer level and at 1<sup>st</sup> floor level to light the signage. The shopfront also has a retractable fabric awning with advertisement.

2.4 The building is within Holborn district located within the London Borough of Camden. The dominant feature in this street is the monolithic headquarters of Masonry in the UK. The rest of the street contain retail, hospitality, and office units. There are good transport connections including Holborn & Convent Garden underground stations, bus station and disabled street parking outside.

**3.0 Existing Use**

3.1 The existing building consists of a public house called Hercules Pillars.

3.2 This application includes a change of advertisement to Belushi's.

**4.0 Access**

4.1 The proposal includes amending the Pedestrian access into the building by moving the entrance door from its central location to the right-hand side of the building.

4.2 From images found on Historic England the shopfront back in 1880 had two entrances/exits located either side of the building.

<https://historicengland.org.uk/images-books/photos/item/AL2389/043/01>

4.3 The proposed new door will comply with the requirements in Part M of the Building Regulations.

## **5.0 Proposed Development**

5.1 The proposal is to change the layout and appearance of the shopfront. As stated above the entrance is to be moved to the right-hand side of the building. The new entrance doors will be in a crittall style with the remaining shopfront to have 2x crittall style Bi-folding doors to be open at agreed times only.

5.2 The existing timber cladding is to be painted grey. Which will provide a more cohesive streetscape appearance.

5.3 The existing external lighting will be retained.

5.4 Existing signage to be replaced with grey fascia with blue illuminated sign and white powder coated fret cut text either side.

5.5 A projecting hanging sign has been proposed, externally illuminated timber sign painted grey with applied digitally printed vinyl logo in blue on both sides.

5.6 The proposal includes a wall mounted fixed metal framed, glass paneled canopy. Which will provide shelter for the patrons enhancing the external seating experience, which has become particularly important during covid times. There are two fixed canopies on the street located opposite the site and our proposal is not out of context with the building.

## **6.0 Scale**

6.1 The fixed glazed awning will project out from the shopfront by 1.98m and be 3.15m high x 6.2m wide.

6.2 There would also be an increase in the size and style of glass to the shopfront.

## **7.0 Landscaping**

7.1 N/A

## **8.0 Heritage Asset / Significance**

8.1 The property is situated in the Seven Dials Conservation Area. The conservation area is of special interest due to its combination of periods and styles, rather than one dominate one.

8.2 The property is not listed as having any positive features.

8.3 The proposal, by its use of traditional materials and design is considered to be a positive enhancement of both the building and the conservation area. This is emphasized by the repainting of the shop front. By increasing the amount of glazing would be in keeping with the rest of the street's shopfronts.