

# **Design & Access and Heritage** **Statement**

For

Planning and Advertisement Consent

in relation to the

External Works Comprising;

Permanent Canopy, Awnings, Planters and External Seating

at

Sonder Hotel

11-13 Bayley Street

London

WC1B 3HD

for

My Hotel

## Contents

Overview .....	2
Design and Access Statement .....	3

## Overview

Our client New World Hospitality is in the process of rebranding the hotel and they seek permission to carry out alterations to the external appearance of the shop fronts. The works comprise the changing a window to doors, construction of a permanent canopy, retractable awnings, planters, and external seating. The style creates an aesthetic that reflects the rebranding of the new hotel which will be called 'Sonder'.

The following documentation and associated drawings seek to gain consent for the above.



▲ Existing shopfront



▲ Existing shopfront



▲ The above 3D visualisation illustrate how the proposal will be seen from the street.

# **Design and Access Statement**

## **Amount**

This application is for planning permission and advertisement consent for the construction of the following:

- Change window within existing opening into pair of double doors.
- 1 no. Entrance canopy with integral lighting.
- 2no. Branded and retractable awnings above the windows/doors.
- 3no. External planters
- 1 no. Projecting flag
- 3no. Tables
- 9no. Chairs
- 1 no. Branded painted and illuminated sign

The proposal will not affect the as built floor area however it will involve the construction of a canopy above the public highway measuring approximately 3.85m x 1.2m and a decking area measuring approximately 5.35m x 1.65m to the front of the property.

## **Layout**

As part of this application, it is proposed to replace a new permanent canopy over the front door of the currently 'My Bloomsbury' hotel, providing shelter and a formal defined entrance for the hotel. The canopy will be branded with internally illuminated lettering 'Sonder' to the front, with fret cut lettering with opal lens and soft low level dimmable back lighting 'Sonder' to the sides. Please refer to drawing 8143-PD-02 for further details.

The 2no. retractable awnings are located to the right-hand side of the hotel entrance, above the access doors of what will be a new coffee shop. The left-hand side awning will be branded with the company's logo 'Meanwhile'. The right-hand side awning will display coffee, brunch, wine lettering. Please refer to drawing 8143-PD-02 for further details.

The 3no. planters will be located to the front of the property and will be used to enclose the seating area as shown on the drawing 8143-PD-02. One planter will be located between the hotel entrance and the shop entrance. The remaining two will be located in front of the seating area.

The 1no. projecting flag will replace the existing flag which is hung from the first floor and will be branded with the lettering 'Sonder' along with the company's logo on both sides.

The external 3no. tables and 9no. chairs will be located on the new decking area to the right-hand side of the shop entrance.

The 1no. branded painted illuminated sign will be located over the shop awnings and it will display the company's logo 'Meanwhile' with lettering 'coffee', 'brunch', 'wine' below.

## Appearance

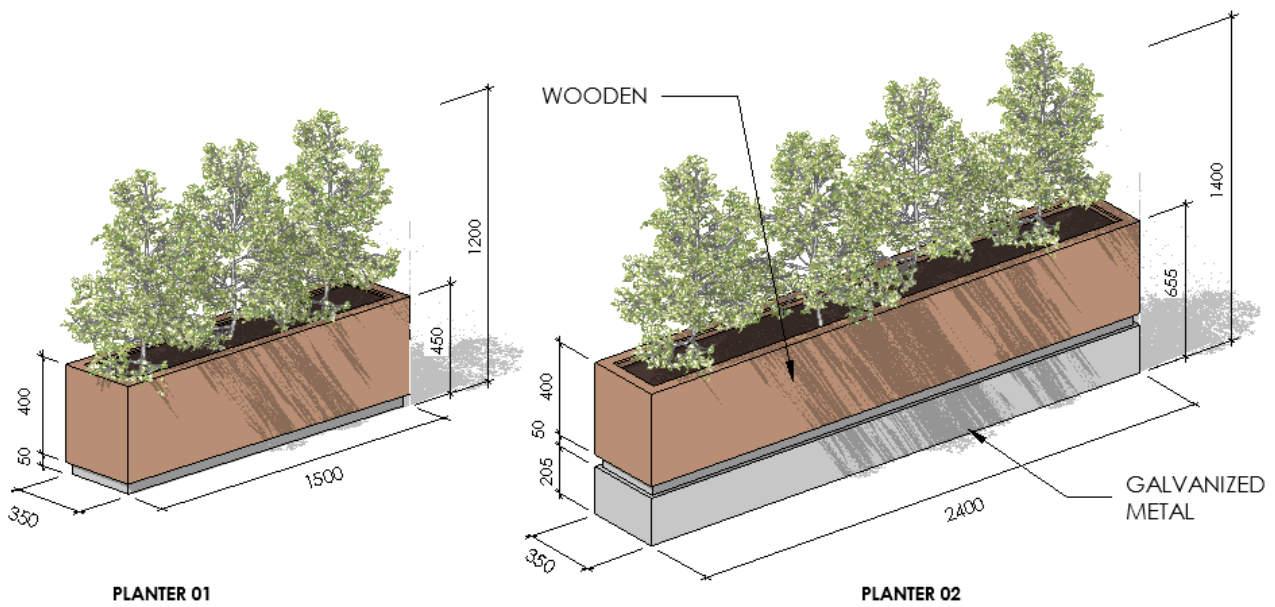
The proposed canopy will be finished in RAL 6004 colour to match the company's branding colours.



The retractable awnings for 'Meanwhile' will be finished in RAL 085 90 20 fabric with black painted lettering and logo.



The proposed planters will be finished in wood with a galvanized metal base.



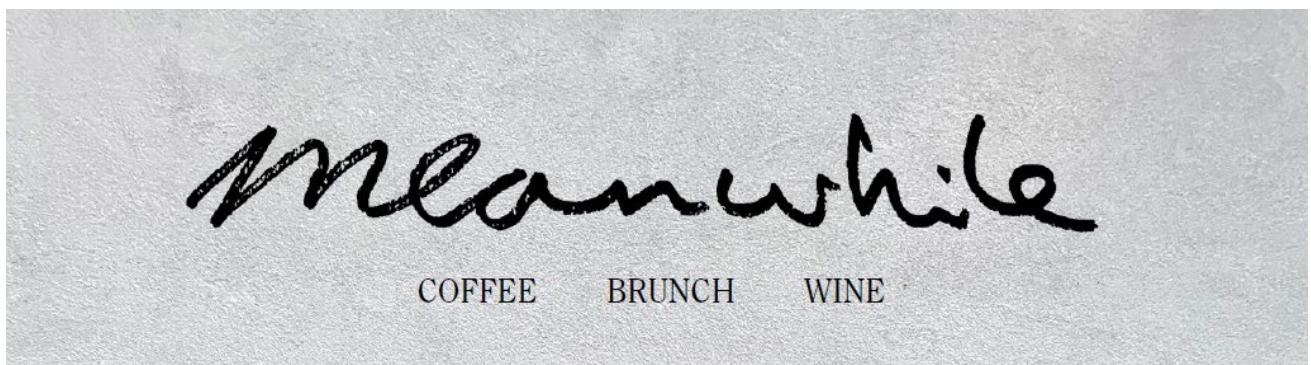
The proposed flag will be finished in RAL 085 90 20 vinyl with RAL 6004 lettering and company's logo over.



The proposed tables and chairs are to be light bistro style finished in cream colour.



The proposed painted sign example:



### **Use**

Class C1 – Hotel

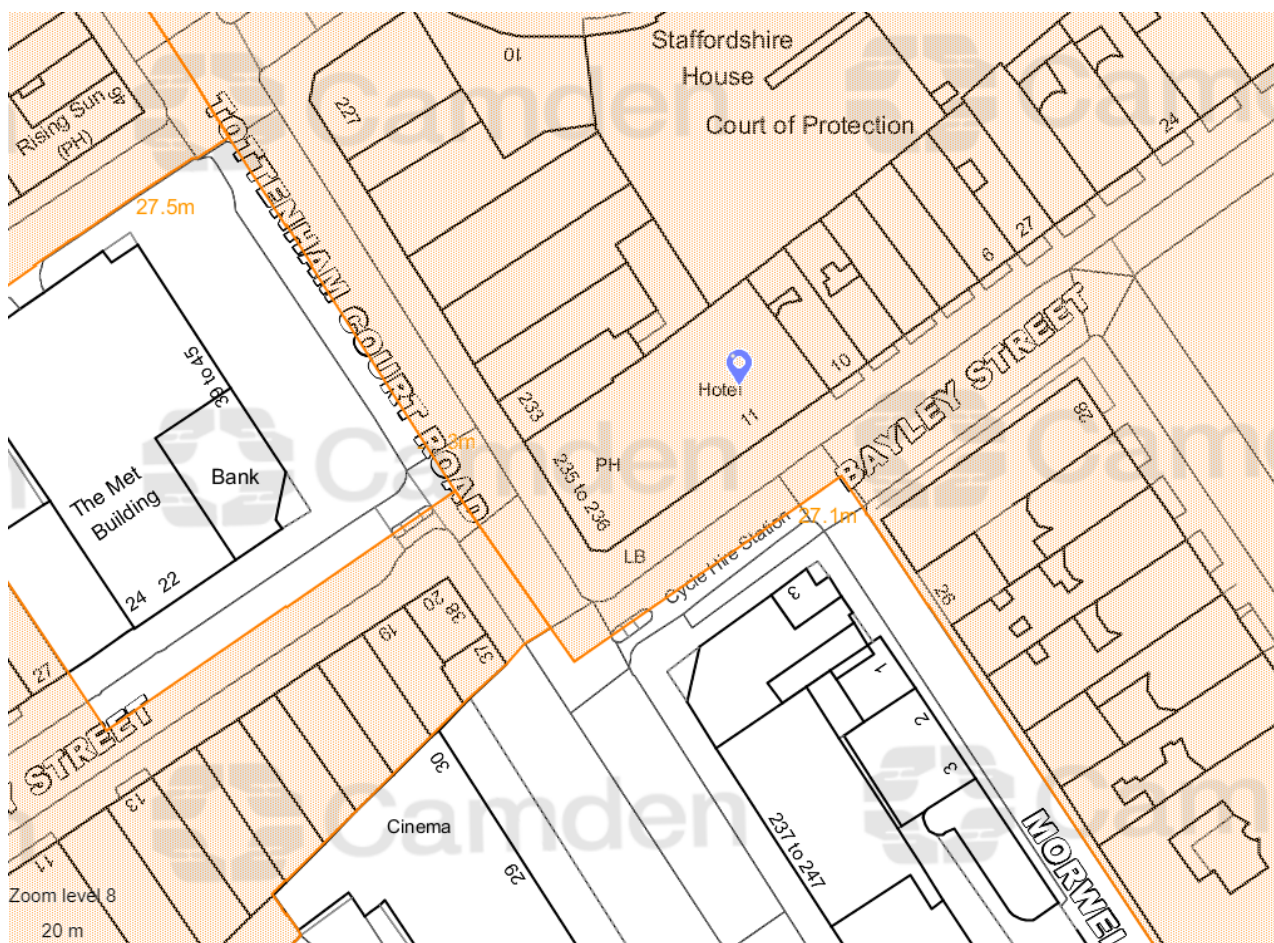
Class E - Shop

### **Access**

The access of the hotel will remain unchanged. However, there will be an additional access created to the right-hand side of the hotel entrance in order to access the new cafe.

## Heritage Statement

The Property is situated within Bloomsbury Conservation Area.



The existing canopy over the hotel's entrance will be replaced for a new smaller canopy over the new hotel entrance which will sit lower than the current one.

The existing right-hand side window will be replaced by a double door that will create a new access for the shop. The new door will match the style of the existing already in place at Gail's and it will re-instate the symmetry and rhythm to the elevation.

The hotel door and side window panel will be painted in RAL 6004 to match the colour of the new canopy.

The new door and existing foldable doors to the right will be painted in RAL.... These doors will have a timber surround to mimic the existing render recess surround.

The proposed new awnings along with the planters and decking area will create an attractive screened seating area.



▲ Photo showing the existing shopfront

It is considered that the proposals are not harmful to the surrounding amenity. In the context of the scale of the host building we believe the proposals reasonably enhance, without stridently or adversely impacting upon local amenity in a material way. We consider that the proposed canopy, awnings and planters will positively integrate with the form, fabric, design and scale of the buildings and the materials used are sympathetic to the buildings and the surrounding area, in accordance with the adopted UDP policies and the Council's supplementary planning guidance.