

IDL:

ARCHITECTURE

DESIGN AND ACCESS STATEMENT AND INFORMATION TO SUPPORT PLANNING APPLICATION FOR EXTENAL WORKS TO HARRY RAMSDEN 1-4 MARINE PARADE, KEMPTOWN, BRIGHTON BN2 1TA



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DESIGN

1.0 USE

1.1 Overview

Brighton is a constituent part of the city of Brighton and Hove, a former town situated on the southern coast of England, in the county of East Sussex. It is best known as a seaside resort and is positioned 47 miles (76 km) south of London. It was created from the neighbouring but formerly separately governed towns of Brighton and Hove.

Archaeological evidence of settlement in the area dates back to the Bronze Age, Roman and Anglo-Saxon periods. The ancient settlement of "Brighthelmstone" was documented in the Domesday Book (1086). The town's importance grew in the Middle Ages as the Old Town developed, but it languished in the early modern period, affected by foreign attacks, storms, a suffering economy and a declining population. Brighton began to attract more visitors following improved road transport to London and becoming a boarding point for boats travelling to France. The town also developed in popularity as a health resort for sea bathing as a purported cure for illnesses.

In the Georgian era, Brighton developed as a highly fashionable seaside resort, encouraged by the patronage of the Prince Regent, later King George IV, who spent much time in the town and constructed the Royal Pavilion in the Regency era. Brighton continued to grow as a major centre of tourism following the arrival of the railways in 1841, becoming a popular destination for day-trippers from London. Many of the major attractions were built in the Victorian era, including the Grand Hotel, the Hilton Brighton Metropole, the Palace Pier and the West Pier. The town continued to grow into the 20th century, expanding to incorporate more areas into the town's boundaries before joining Hove to form the unitary authority of Brighton and Hove in 1997, which was granted city status in 2000. Today, Brighton and Hove district has a resident population of about 290,885 and the wider Brighton and Hove conurbation has a population of 474,485.

Brighton's location has made it a popular destination for tourists, renowned for its diverse communities, quirky shopping areas, large and vibrant cultural, music and arts scene and its large LGBT population, leading to its recognition as the "unofficial gay capital of the UK". Brighton attracted 7.5 million-day visitors in 2015/16 and 4.9 million overnight visitors, Brighton has been called the UK's "hippest city" and "the happiest place to live in the UK".

1.2 The Existing Site and Building

The application site fronts onto the heavily trafficked roundabout where Grand Junction Road, The Esplanade, Old Steine, Marine Parade and Madeira Drive converge at a point opposite the Palace Pier. The application site is therefore prominently located within the extensive area of concentrated activity and significantly is within the Valley Gardens Conservations Area which adjoins the East Cliff Conservation Area.

Although not a listed building, Harry Ramsdens is nevertheless a well-proportioned striking building in its seafront context. Despite some general refurbishment and interior remodelling, much of the exterior fabric of the building retains characterful traditional features of interest including ornamental detail at rood level.

The western most part of the building is on three floors; the remainder is of four storeys.

The restaurant and takeaway facilities are located on the ground floor of the premises only, with some use of the basement for storage purposes. With the upper floor currently occupied by the nightclub 'club revenge'

1.3 Outline of works

The proposal for the application is for the various external works for Harry Ramsden. Harry Ramsden is proposing to enhance the customer experience within the restaurant, & takeaway.

The external surfaces will be repaired and repainted as part of the works, with new subtle lighting on the lower ground floor and to the entrance way. The existing windows will be eased and overhauled and the framework painted red to match the Harry Ramsden colours. On the first & second floor of the Marine Parade elevation and Old Steine elevation, the existing windows will have new canopies installed & planters with faux planting fixed to the existing sill. The structure for this will be installed sympathetic to the existing surroundings.

As part of the new works new signage will be also installed subject to approval, this is covered by a separate application.

The overall work will enhance the appearance of the property and make this more inviting to the customers and is necessary to meet the current climate of the customer needs and maintaining these standards. The proposal will be in keeping with the character of the property and incorporate the historic values and traditions of Harry Ramsden.

2.0 AMOUNT

2.1 Marine Parade

The existing 6 windows above the restaurant will be eased and overhauled and the framework painted red to match the Harry Ramsden colours. The two windows on the left-hand side and the two on the right-hand side will receive new canopies, these canopies will be fixed metal French awning with open tops. All bar the central second floor window will receive planters with faux planting fixed back to the sill.

2.2 Old Steine

The existing 6 windows above the restaurant will be eased and overhauled and the framework painted red to match the Harry Ramsden colours. The two windows on the left-hand side and the two on the right-hand side will receive new canopies, these canopies will be fixed metal French awning with open tops. All bar the central second floor window will receive planters with faux planting fixed back to the sill.

2.3 Overall Scheme

We have taken into consideration the characteristics and style of the property and designing a scheme which sensitively addresses the site with respect to the Local area and position, scale, forms, and materials. The proposal has been discussed and supported by the Sea front committee. The external surfaces to the property will be repaired and repainted, windows will be eased and overhauled and the frames painted red to match Harry Ramsden branding.

3.0 SCALE

3.1 Overall Scheme

The design represents a homage to the historic values of Harry Ramsden and the building that it currently occupies. The proposal will enhance the appearance of the building and will present an attractive façade to the wider street scene. The remain of the work to the area is minor, with the installation of canopies to the windows to the upper floors of the 3-storey portion.

4.0 APPEARANCE/SUMMARY

The proposed works will be carried out in materials and details to meet the requirements of Harry Ramsden branding and concept. The areas that are to be addressed have been very careful to respect the integrity of the building.

In summary, the proposal makes the best use of the site in accordance with Central Government Guidance. It provides a good quality and much needed commercial unit which has no adverse effect on the amenity of the neighbours and fits well into the streetscape.

5.0 ACCESSIBILITY

The current layout meets the requirements of accessibility for this type of units. As these proposals, do not affect the circulation the internal layout of the building.

The site itself is off a well-maintained access routes and has access to various public transport within the surrounding areas.

6.0 PLANNING OBLIGATION STATEMENT

The proposals will make best use of the property and will enhance the appearance of the property and provide an improved service and pleasurable experience to the users of the local facility.

7.0 TRANSPORT STATEMENT

The property is on a bus route and has access to the mainline train station. The proposal is not sufficient to impact on public transport.

8.0 COMPLIANCE STATEMENT

It is our understanding that the proposals will comply with all the relevant Council Policies.

9.0 CONSTRUCTION METHODOLOGY STATEMENT

The proposals will be subject to CDM regulations, and all issues of access, programme, and site safety on and around the site will be addressed within the pre-tender Health and Safety plan and will be managed by the construction phase plan.

In considering potential issues, there are no particularly difficult issues evident. The site is large enough to manoeuvre and store onsite materials.

It is intended that the proposed building will generally be constructed with traditional environmentally friendly building materials and methods. However, it is intended to utilise ecological friendly design solutions, including energy efficient appliances, grey water and natural ventilation systems with the latest good quality proprietary insulation to floors and walls where appropriate.

10.0 PHOTOS AND IMAGES



Ph01 Secondary Entrance to Harry Ramsden restaurant on Old Steine



Ph02 Existing restaurant entrance on Marine Parade



Ph03 Existing takeaway entrance on Marine Parade



Ph04 1-4 Marine Parade elevation

11.0 ASSOCIATED DRAWINGS

DRAWING No.	REV	DRAWING TITLE	SCALE	SIZE
IDL				
XX-DR-A-01001	2-00	EXISTING SITE PLAN	1:1250	A1
GF-DR-A-00001	2-00	EXISTING GENERAL ARRANGEMENT	1:50	A1
ZZ-DR-A-06000	2-00	EXISTING NORTH EXTERNAL ELEVATION	1:50	A1
ZZ-DR-A-06001	2-00	EXISTING EAST & WEST EXTERNAL ELEVATIONS	1:50	A1
ZZ-DR-A-06002	2-00	EXISTING SHOPFRONT PHOTOS	NTS	A1
GF-DR-A-10001	2-00	PROPOSED GENERAL ARRANGEMENT	1:50	A1
ZZ-DR-A-16002	2-00	FP – PROPOSED NORTH EXTERNAL ELEVATIONS	1:50	A1
ZZ-DR-A-16003	2-00	FP – PROPOSED EAST & WEST ELEVATIONS	1:50	A1
ZZ-DR-A-16004	2-00	VISUAL GUIDE	NTS	A1