

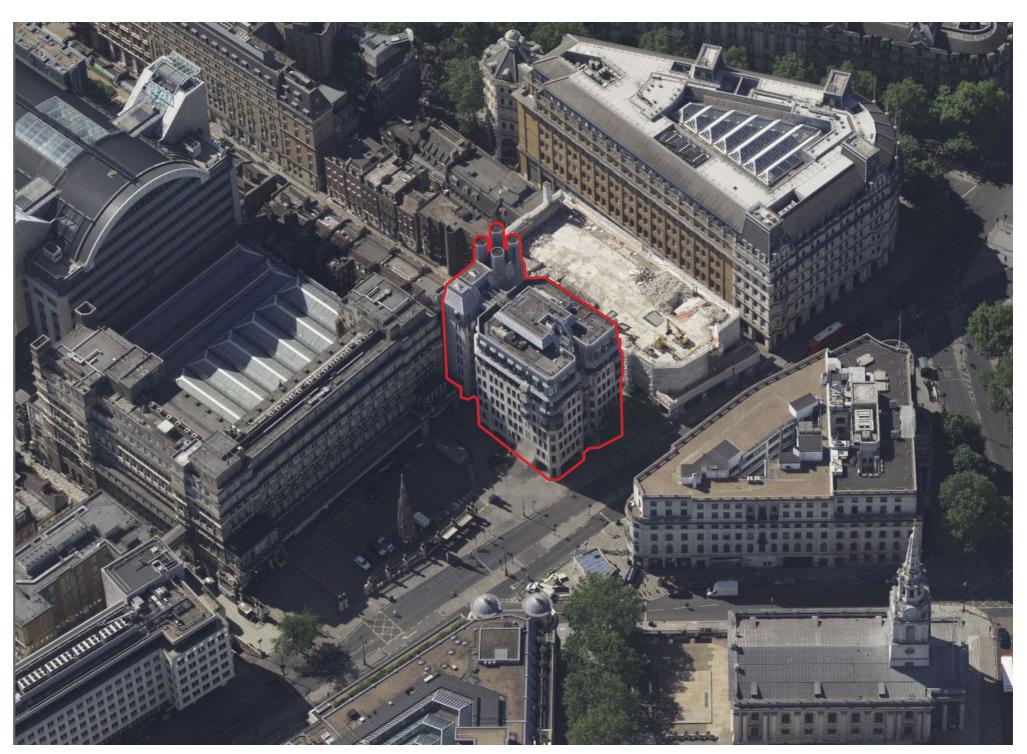
Introduction 11 Strand

Background

This Design and Access Statement explains the design thinking and process behind the proposed extension and creation of additional ground floor space at 11, Strand, London.

This statement demonstrates that the design is an accessible and inclusive proposal demonstrating a commitment to achieving good quality urban design. This Design and Access Statement is written in support and as a requirement of the Planning Application for an extension to the ground floor of 11 Strand. It is intended to demonstrate clearly that the proposal has been considered in light of the relevant policies and the site constraints and opportunities to allow proper consideration in the design of the extension, and clearly explains and justifies the design and access principles of the scheme.

The Subject site is located at Kierran Cross, 11 Strand, London WC2N 5HR. The site is located within close proximity to the Charing Cross Hotel and forms the western edge to the Charing Cross station forecourt area. The current building on the site was constructed in 1981 and has undergone extensions at ground and upper ground floor levels in 1995 and 2010 to bring the building in line with the existing columns, creating additional retail and office floorspace.



Aerial Photo