

DESIGN ACCESS STATEMENT

Planning and Borough Development

London Borough of Camden 2nd Floor, 5 Pancras Square

c/o Town Hall, Judd Street

London

WC1H 9JE

Strictly Private and Confidential

Project: 90 Leather Lane, London, EC1N 7TT

RE: Planning Statement - Planning Application - Consent to Display Advertisement

SENT: Via online Planning Portal upload

Date: November 2023

This design proposal is aimed at seeking consent to display advert a new Scaffie which will be installed during the refurbishment of the ground floor no. 90 Leather Lane, London, EC1N 7TT.

1. Background:

The existing shop is located at ground floor of a four-storey building. The property forms part of a wider parade of buildings fronting Leather Lane. Although it is located within Hatton Garden Conservation Area the property is not individually listed.

2. Proposal:

The proposal is to install one fascia and one flag signage with logo for Scaffie, an Italian café and spirit shop. I have included the following drawings for your consideration to explain the proposal in greater detail:

Drawing no.	Drawing Title	Scale @ A3
A-0.00	Cover	
A-0.01	Location plan	1:1250 / 1:500
A-0.20	Existing Shopfront Plan, Elevation & Section AA	1:50
A-1.00	Proposed Shopfront Plan, Elevation & Section AA	1:50
A-4.00	Detail of Fascia Sign	1:10 / 1:5
A-4.10	Detail of Flag Sign	1:10

3. Signage details:

The proposal is to install 2 signage:

1) Fascia sign:

The new Scaffie fascia sign will be made of the letters "Scaffie" brand logo. The sign will have an overall dimension of 210mm high and by 950mm wide. It will be 50mm deep and made of aluminium painted RAL 7036.

2) The flag sign:

It will have an overall dimension of 650mm high and by 720mm wide. It will protrude 700mm from the facade and will be located at 2380mm from the ground. It will be made of a painted RAL 9010 aluminium box, with black metal letter logo. The double-sided aluminium flag sign will have a painted

RAL 9010 aluminium structure with two adding led light to make external light effects for the flag sign.

4. Benefits to the Area

Since the property has been vacant for some time, the proposed new signage will improve the appearance of the façade of 90 Leather Lane as well as positively impacting on the appearance of the whole of Leather Lane.

5. Precedents

The entire street is part of the commercial street and many of the neighbouring shops have a similar fascia, as per pictures below.

Please consider the following shops.



75 Leather Lane: Attendant Coffee Roasters



94 Leather Lane: Bamboo Spa



41 Greville Street: Dukan 41



1 Greville Street: The Argyle



50 Leather Lane: Dental Practice



97 Leather Lane: Green Mosaic Pizza Cafe

Taking in consideration the proposed design, precedents, and the above analysis, we therefore request that the Council grant consent to display this advertisement.

Kind regards,

Raffaele Oppido
Founding Partner & Creative Director