

Central Planning Team Development
London Borough of Camden
5 Pancras Square
London N1C 4AG

26th March 2024

RE: 45 GRAFTON WAY, LONDON W1T 5DQ

Dear Sir/Madam

On behalf of HUNAN MAN RESTURANT, please find enclosed an application for planning permission for the installation of a new externally illuminated shopfront signage, replacement of an externally illuminated hanging sign at 45 Grafton Way, London W1T 5DQ.

This application has been submitted via the Planning Portal and is accompanied by the following:

- Completed planning application form;
- Site Location Plan;
- Existing and Proposed drawings (prepared by Creative Prototyping Unit Ltd.);

The total application fee of £229 (comprising £0 for the Listed Building Consent application Reference: **PP-12930720** and £229 for the advertisement consent application, Reference: **PP-12769615**) has been paid online via the Planning Portal.

Design & Access Statement

The Site

Mid terrace late 18th century 4-storey with restaurant on ground (and basement) and residential above. Building forms part of a terrace of 5 similar buildings all Grade II listed. The Site is also within the Bloomsbury Conservation Area. 45 Grafton Way comprises a basement and ground floor unit located on the southern side of Grafton Way, with the rear of the property as residential departments.

Significance of Listed Building Status: The building housing the restaurant is recognised and protected as a listed building due to its historical, architectural, or cultural significance as designated by the relevant authorities.

Respect for Heritage: We acknowledge and respect the heritage value of the listed building and recognise the importance of preserving its character and features.

Proposed Signage Change: Our proposed signage change aims to enhance the visibility and accessibility of our shop while being sensitive to the architectural integrity and heritage of the listed building.

Consideration of Design: The design of the new signage has been carefully considered to complement the architectural style and period of the listed building. It seeks to harmonise with the existing character of the building rather than detract from it.

Materials and Scale: We will use materials of high quality and appropriate scale for the signage to ensure it is in keeping with the historic fabric of the building and its surroundings.

RIBA 

arb
Architects Registration Board

LONDON
17 Kennyland Court
395 Hendon Way
London NW4 3LU
United Kingdom

BEIJING
Rm801, Block C
Yuanyang International Center
No. 58 Dong Sihuan Middle Road
Chaoyang District
Beijing China 100025

www.designbycpu.com
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Minimal Impact: The proposed signage change will have minimal physical impact on the listed building, preserving its original features and significance.

Consultation and Approval: We have consulted with relevant planning authorities and obtained any necessary approvals or permits for the proposed signage change, demonstrating our commitment to preserving the integrity of the listed building.

Long-Term Preservation: Our intention is to ensure the long-term preservation and maintenance of the listed building, and the proposed signage change is part of our broader efforts to ensure its continued use and enjoyment for future generations.

Proposal

The application seeks planning permission for several modifications, including the replacement of an existing externally illuminated hanging sign, the installation of an externally illuminated fascia signage, and a menu display. The current olive-green paint on the shop front will be covered with auburn red paint, without any alterations to the shopfront's layout or arrangement.

Regarding the hanging signage, the proposal includes the addition of a wrought iron bracket and an externally illuminated hanging sign using LED lights fixed to the frame. The existing "timber fascia" will be retained, with a new signage board added, also externally illuminated by LED Sign Light (Product information: <https://signlights.co.uk/product/led-sign-lighting/>).

For more detailed information please refer to the drawings prepared by Creative Prototyping Unit.

Conclusion

In summary, the proposed changes to the shopfront aim to refresh it subtly rather than making drastic alterations. The proposed signage adjustments are carefully planned, taking into account the listed building status, with the goal of striking a balance between modern functionality and the preservation of historical and architectural significance. Our commitment lies in implementing these changes in a manner that both respects and enhances the heritage value of the building, while also fulfilling the requirements of our business and the local community.

For any further queries please contact me. I am looking forward to receiving acknowledgment of receipt of this application.

Yours sincerely,



William Hailiang Chen

Co-founder and Director
AA Dip RIBA ARB

M: +44 (0)7956268050
(ARB Reg: 079393K)

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arb
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LONDON
17 Kennyland Court
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United Kingdom

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