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# DESIGN & ACCESS STATEMENT

Full planning application for the introduction of a recessed box traditional awning; and Advertisement Consent for traditional signwriting to 2 fascia boards, awning box cover, gold leaf signwriting to fixed glazing, and an external menu box and projecting sign

2 St Giles Square,  
London  
WC2H 8AP

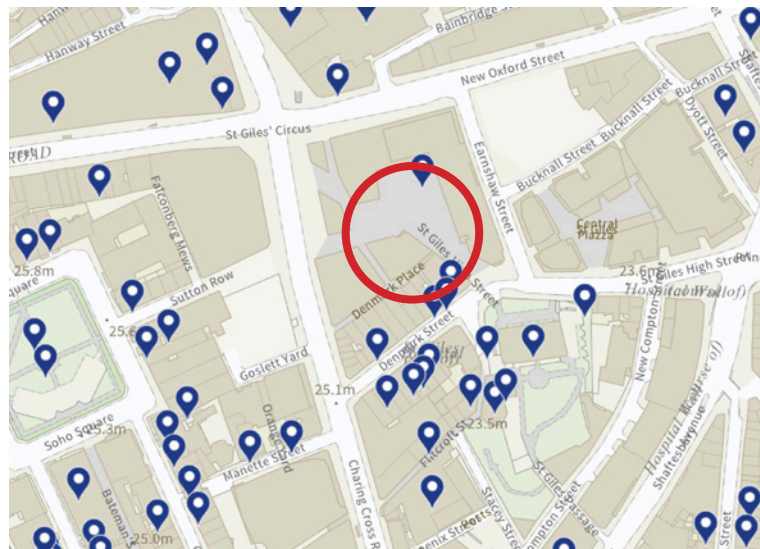
October 2024



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Local Listed Buildings

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# 1.0 - INTRODUCTION

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This document has been prepared to accompany the Full Application and the Advertisement Consent submitted by Lichfields for the awning and signage in a Conservation Area.

The property is a recent extensive redevelopment of the Tottenham Court Road Station area, by Landlords Outernet London in the Denmark St Conservation Area. It lies in a new pedestrianised square between Central St Giles, Oxford St, Tottenham Court Road and Charing Cross Road. This part of the property is not listed, but is close to Grade I or Grade II Listed buildings. St Giles Square is commercial in character with new commercial units at ground floor level on all sides of the square. The properties on both sides are different in that the host site has a traditional brick and facade with stone detailing, with modern glazing and alterations at ground floor level. The host unit includes two bays of the traditional shopfronts on the Eastern elevation, whereas the Northern elevation is full height fixed curtain walling with a large brass anodised cantilever over.

The following drawings have been submitted with the planning application:

- this Design & Access Statement, including:
    - Site Photos
  
  - 24007-900 - Block & Site Location Plan
  - 24007-910 - Existing Shopfront
  - 24007-911 - Proposed Shopfront
  - 24007-915 - Existing and Proposed Elevations
  - 
  - 24007-920 - Proposed Fascia Signage
  - 24007-921 - Proposed Glazing Signwriting
  - 24007-925 - Proposed Projecting sign
  - 24007-926 - Proposed Menubox
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## 2.0 - SITE PHOTOS

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2023 street view - Present Day



2016 street view - facade retention



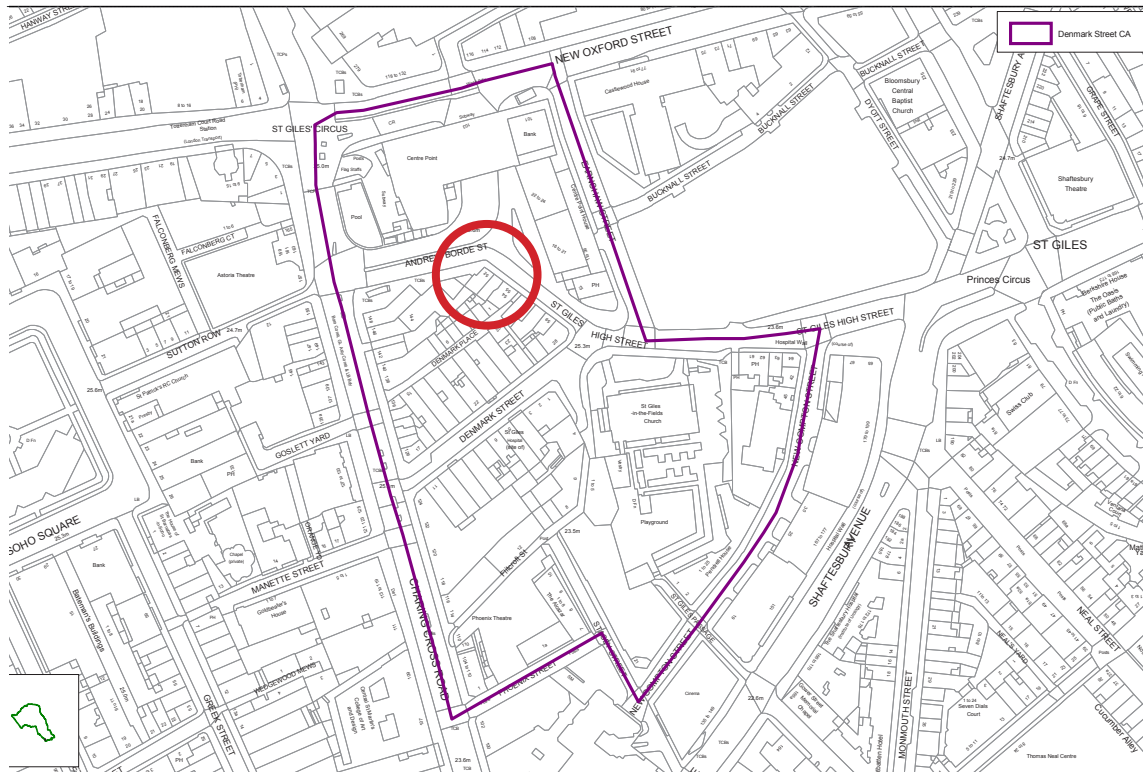
2015 street view



2012 street view of typically individual commercial units

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# 3.0 - CONSERVATION AREA & SITE ANALYSIS



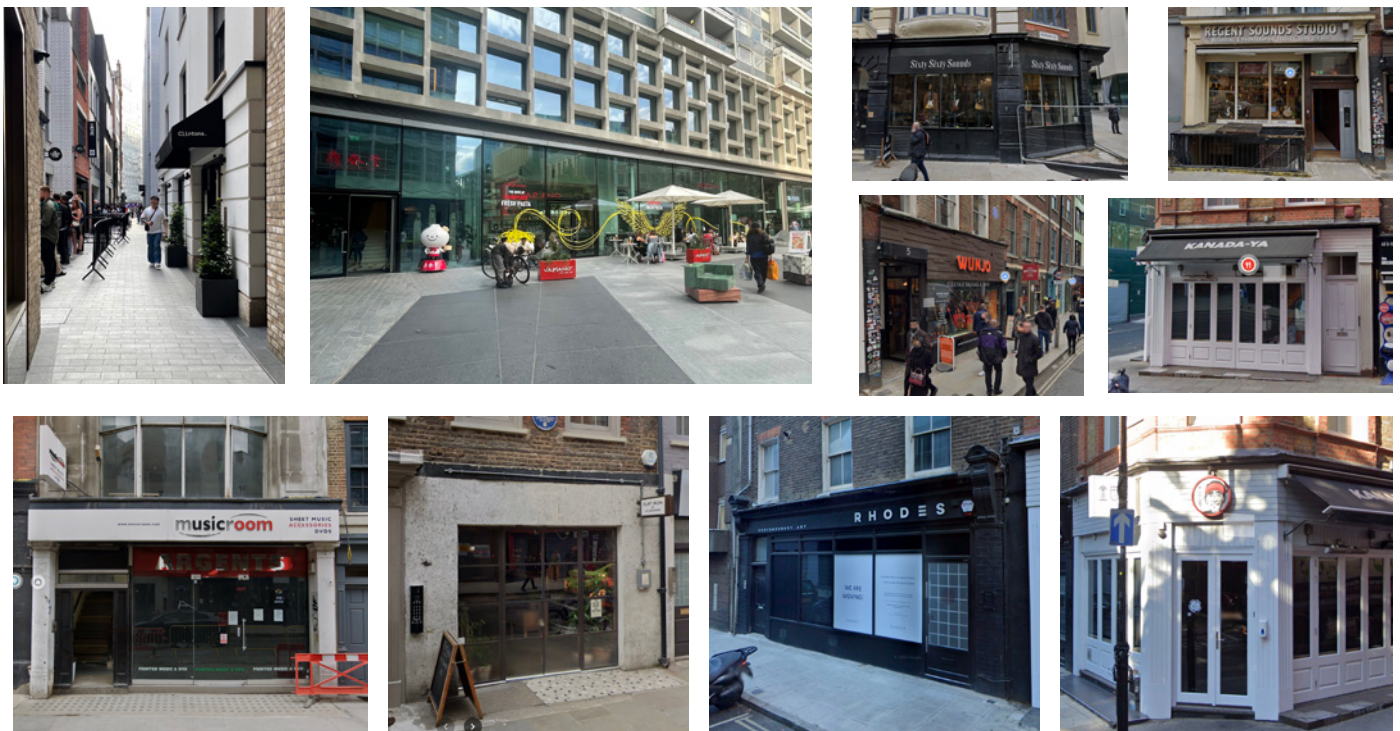
**Denmark Street CA**

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Print Date: 13/10/2009  
 Printed By: L.Small  
 Map Ref No: c03078

Scale 1: Not Usable Scale

Denmark Street Conservation Area



Local examples of signage; including signwriting, internally illuminated signs, and awnings

## 4.0 - DESCRIPTION OF WORKS

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The proposed awnings to the shopfront will provide some much needed shelter to outdoor diners, and highlight the traditional shopfront bays of the host building. Due to the available void behind the fascia, it is proposed to have a recessed awning box for a more discrete and considered appearance. The style of the awning is proposed as a traditional manually operated awning with pivot arms. All metalwork and timber is proposed in black to match the existing fascia and surround around the modern brass framed shopfront.

Signage on the building is split into two types:

### Signwriting

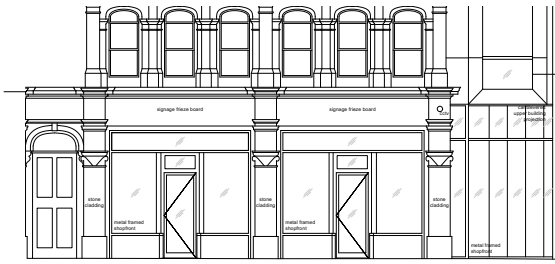
The fascia, fixed glazing and awning box are proposed to be hand painted signwriting in colours to match the brand with a highlight gold leaf. The skill and craftsmanship of the painting will be visible to passers by and diners alike. Each fascia signage is lit by 2 small black stick lights, rather than traditional bulky swan neck lights, or a long linear trough light.

### Illuminated signage

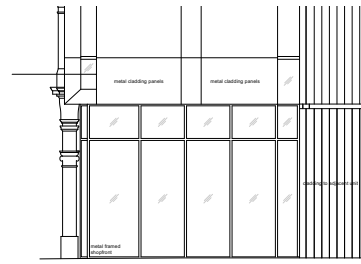
The menu box and the projecting sign are proposed as frameless internally illuminated acrylic boxes. The frameless appearance will provide less visual clutter against the stone detailing, and will match well with the principles of the frameless screens next door in the urban gallery space next door. As the site is on a corner, the design of the projecting sign under the large cantilever omits the need for 2 separate projecting signs (1 on each elevation)

As a result, the proposal will bring no adverse effect to the Conservation area, and will enhance the visual appearance of the historic shopfronts and building facade.





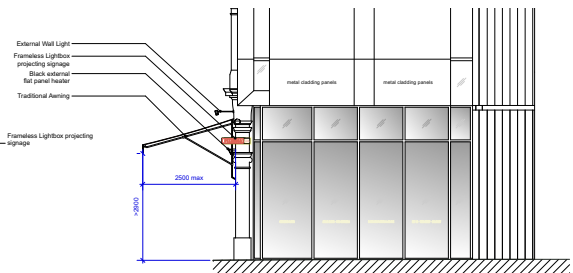
1 Existing East Elevation  
Scale: 1:50



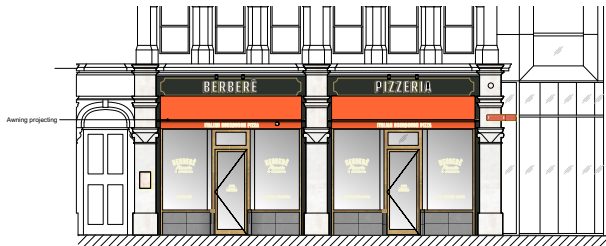
2 Existing North Elevation  
Scale: 1:50



3 Proposed East Elevation  
Scale: 1:50



4 Proposed North Elevation  
Scale: 1:50



5 Proposed Elevation with Awning out  
Scale: 1:50



Painted fascia signage



Painted Glass signage



Traditional Awning



Menu box



Projecting sign



External heater



## 5.0 - CONSULTATION WITH NEIGHBOURS

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The client has sought approval from the Landlord, Outernet London, before submitting to Camden Council. It was agreed the design is a sensitive addition to the landlord's portfolio.

## 6.0 CONCLUSION



Visual representation of the sympathetic design

The proposed physical works are typical of a traditional shopfront and enhance the appearance of the street scene and the conservation area. The traditional and contemporary design style are natural dialogue with the historic and modern facades that make up this corner unit.

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