

DESIGN AND ACCESS STATEMENT

95-97 HIGH HOLBORN, LONDON WC1V 6LF

1.0 INTRODUCTION

- 1.1 The premises is located on High Holborn and has a front elevation at ground level. This application relates to the exterior of the restaurant, which previously traded as "French Kitchen" restaurant. Work will soon begin on the internal refit and the new restaurant will trade as "Hush".
- 1.2 The property is located in the Camden Council's Conservation Area of 'Bloomsbury', it is not a listed building.

2.0 PROPOSAL

- 2.1 The application seeks approval to replace the two existing awnings with a new single striped awning in the Hush style. It will be visible in elevation with advertisements (1 x Hush Brasseries Holborn). Please see drawing 11105/P303 for further details.
- 2.2 The application seeks approval to replace the existing double sided advertisement light box with a new branded (1 x Hush Brasseries Holborn, 1 x all day, everyday) double sided advertisement light box with dimensions to match existing in the Hush branding style. Please see drawing 11105/P304 for further details.
- 2.3 The application seeks approval to replace the existing lettering above the awning with 1 x Hush Brasseries Holborn. Please see drawing 11105/P303 for further details.

M I C H A E L I S B O Y D A S S O C I A T E S

3.0 PLANNING CONSIDERATIONS

- 3.1 The proposed signage seeks to inform customers of a change in occupancy without dramatically changing the unit's current character. The building's identity remains and is improved through a new awning and advertisement box, without affecting the existing stone on the elevation.

4.0 ACCESS

- 4.1 The proposed works will not affect access to the building.



PHOTO SHOWING EXISTING FRONT ELEVATION



EXISTING FRONT ELEVATION 1:20@A1

REVISIONS

Michaelis Boyd Associates Ltd
108 Palace Gardens Terrace London W8 4RT
t +44(0)20 7221 1237 f +44(0)20 7221 0130
michaelisboyd.com

Client: HUSH Date Created: 24.05.12

Project: BRASSERIE

Drawing Title: EXISTING SHOPFRONT FRONT ELEVATION

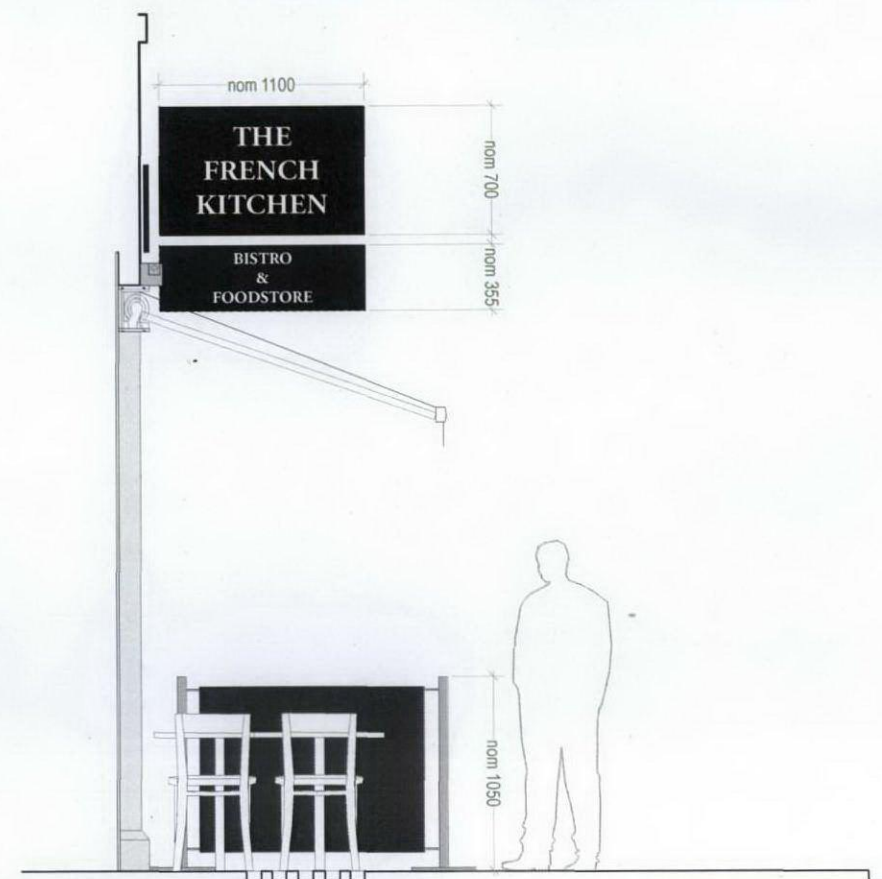
Scale: 1:20 @ A1 Revision Date: 19.03.12

Drawing No: 11105/P301 Drawn By: HG Checked by: Revision:

DO NOT SCALE FROM DRAWING. ALL DIMS TO BE CHECKED ON SITE. REPORT OMISSIONS AND DISCREPANCIES TO THE ARCHITECT IMMEDIATELY



PHOTO SHOWING EXISTING SIDE ELEVATION



EXISTING SIDE ELEVATION 1:20@A1

REVISIONS

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Client: HUSH Date Created: 24.05.12

Project: BRASSERIE

Drawing Title: EXISTING SHOPFRONT SIDE ELEVATION

Scale: 1:20 @ A1 Revision Date:

Drawing No: 11105/P302 Drawn By: HG Checked by: Revision:

DO NOT SCALE FROM DRAWING. ALL DIMS TO BE CHECKED ON SITE. REPORT OMISSIONS AND DISCREPANCIES TO THE ARCHITECT IMMEDIATELY

EXISTING METAL LETTERING
REPLACED WITH NEW METAL HUSH
LETTERING POWDER COATED IN
PANTONE 5625U GREY. STYLE AS
SHOWN.

EXISTING DOUBLE AWNING TO BE
REPLACED WITH NEW SINGLE
AWNING TO MATCH EXISTING TOTAL
WIDTH. CANVAS COLOUR TO BE
PANTONE 5625U GREY WITH
PANTONE 566U BLUE HORIZONTAL
STRIPES ON TOP FACE.

EXISTING CANVAS WIND BREAKS TO
BE REPLACED WITH NEW
WINDBREAKS IN PANTONE 5625U
GREY.

HUSH BRANDING TO AWNING AS
SHOWN IN WHITE



VISUALISATION SHOWING PROPOSED SIGNAGE

EXISTING LIT PROJECTING SIGN TO
BE REPLACED WITH NEW LIT
PROJECTING SIGN TO MATCH
EXISTING DIMENSIONS

EXISTING MENU BOX RETAINED

EXISTING TROUGH LIGHT RETAINED

HUSH BRANDING TO
AWNING AS SHOWN.
COLOUR REF: PANTONE
566U BLUE



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Client:
HUSH

Date Created:
24.05.12

Project:
BRASSERIE

Drawing Title:
PROPOSED SHOPFRONT FRONT ELEVATION

Scale:
1:20 @ A1

Revision Date:

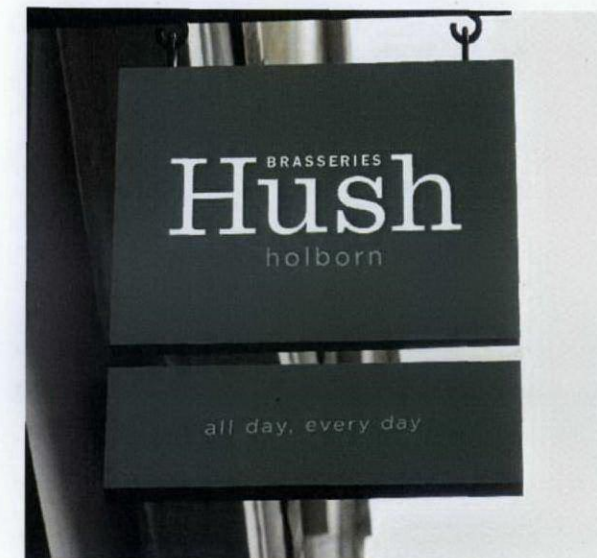
Drawing No:
11105/P303

Drawn By:
HG

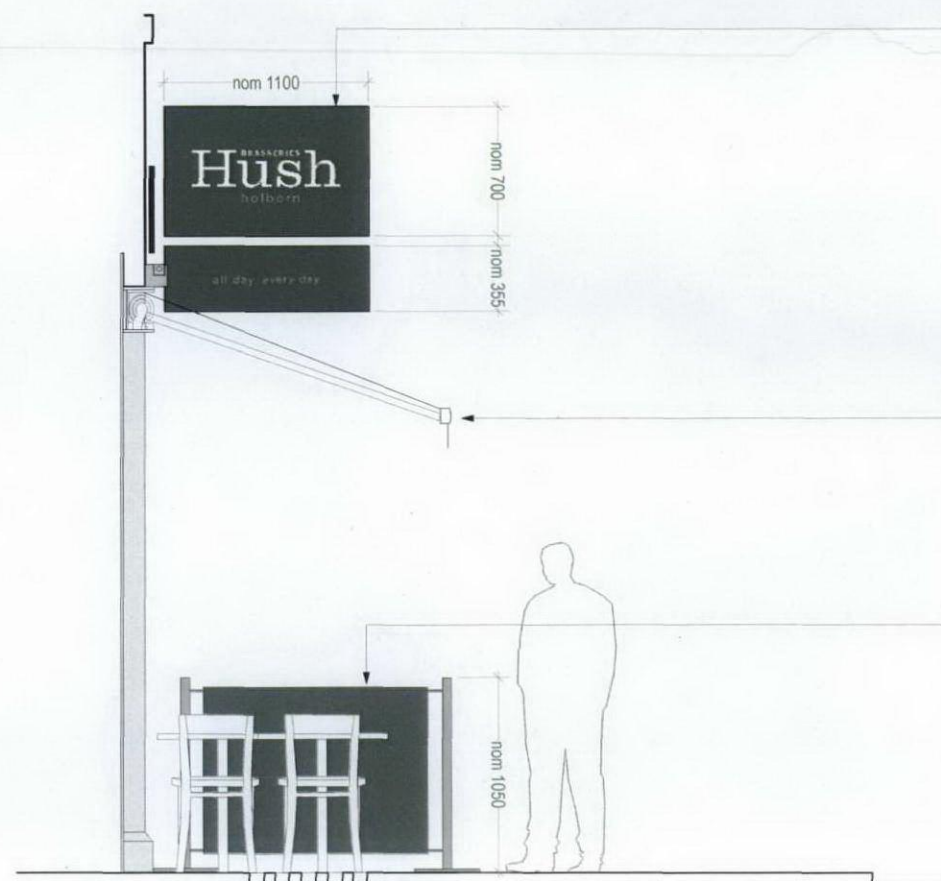
Checked by: Revision:

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PROPOSED SHOPFRONT FRONT ELEVATION 1:20@A1



VISUALISATION SHOWING PROPOSED SIGNAGE



EXISTING LIT PROJECTING SIGN TO BE REPLACED WITH NEW LIT PROJECTING WITH DIMENSIONS TO MATCH AND WITH BRANDING AS SHOWN. TEXT TO BE IN WHITE AND PANTONE 566U BLUE ON PANTONE 5625U GREY BACKGROUND.

EXISTING DOUBLE AWNING TO BE REPLACED WITH NEW SINGLE AWNING TO MATCH EXISTING TOTAL WIDTH. HUSH BRANDING TO AWNING AS SHOWN (REFER TO 11105/P303)

EXISTING CANVAS WIND BREAKS TO BE REPLACED WITH NEW WINDBREAKS IN COLOUR (PANTONE 5265U GREY) AS SHOWN

PROPOSED SIDE ELEVATION 1:20@A1

NOTE: ALL DIMENSIONS TO MATCH EXISTING

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Client: HUSH Date Created: 24.05.12

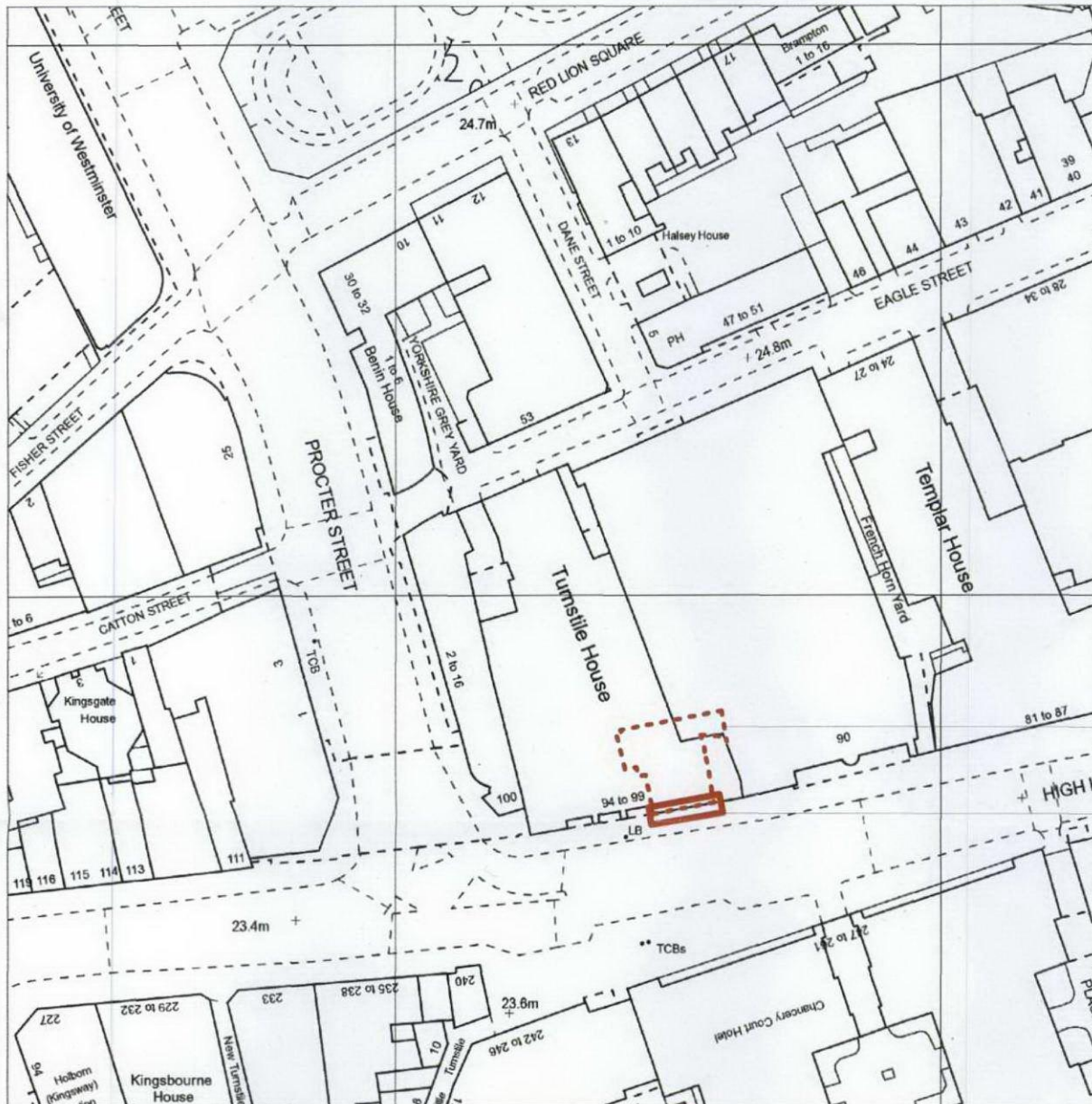
Project: BRASSERIE

Drawing Title: PROPOSED SHOPFRONT SIDE ELEVATION

Scale: 1:20 @ A1 Revision Date:

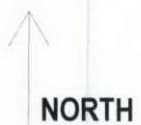
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95-97 HIGH
HOLBORN
PROPOSED
POSITION OF
ADVERTISEMENTS
: SHOPFRONT

SITE LOCATION PLAN, 1:1250



REVISIONS

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Client: HUSH	Date Created: 30.05.2012
Project: BRASSERIE	
Drawing Title: SITE LOCATION PLAN	
Scale: 1:1250 @ A3	Revision Date:
Drawing No: 11105/P305	Drawn By: Checked by: Revision:

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