

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

## DESIGN AND ACCESS STATEMENT

### UNIT 2, 10 JAMESTOWN ROAD, CAMDEN, LONDON NW1 7BY

#### 1.0 INTRODUCTION

- 1.1 The premises is located within a new retail and office development on Jamestown Road in the heart of Camden Town. The development is very conveniently located just off Camden High Street.
- 1.2 The scheme as a whole incorporates, office space, nine residential apartments and retail/restaurant premises that are situated on the ground floor.
- 1.3 This application relates to unit 2, a ground floor commercial unit that requires the planning approval for consent to display an advertisement. It is soon to undergo an internal fit and will open as a new restaurant trading as 'BYRON'.
- 1.4 The property is not located in a conservation area nor is it a listed building.

#### 2.0 PROPOSAL

The application seeks approval to introduce with a new branded internally illuminated sign; it will be visible in elevation with (1 x BYRON).

#### 3.0 PLANNING CONSIDERATIONS

- 3.1 The proposed signage seeks to inform the public clearly of the use of the unit. It has clear simple text allowing for it to be easily recognised. Thought has gone into the design in connection with the restaurant interior design.
- 3.2 The internal illumination will allow for the restaurant front to look friendly and inviting during the evenings.
- 3.2 The high quality of construction and careful design is intended to compliment the new buildings frontage and the restaurant within.

#### 4.0 ACCESS

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