

118 - 124 Charing Cross Road, London, WC2H 0JR

Modifications to signage on west elevation

Design and Access Statement: December 2010

### 1.0 SITE / PLANNING CONTEXT:

No. 118 – 124 Charing Cross Road is a modern 6 storey building fronting onto Charing Cross Road. The building has shop usage at ground floor with office space to the floors above.

Charing Cross Rd runs north / south, between Oxford Street in the north to Trafalgar Square in the south

The site is located within the Denmark Street conservation area.

The building is not listed.

Having redeveloped the building internally, the client wishes to modify the external signage arrangements to strengthen the identity and ease identification of the premises along the street.

### 2.0 PROPOSALS / DESIGN CONSIDERATIONS:

The proposal is for a simple aluminium powder coated fascia with applied numbering. Colours are to be confirmed. The proposal continues the line of the adjacent TK Maxx signage, and sits upon an existing fascia space to the street elevation.

### 3.0 ACCESS STATEMENT:

Charing Cross Road is well served by the tube network and bus routes.

Waind Gohil Architects