

DESIGN & ACCESS STATEMENT

INSTALLATION OF NEW FASCIA & PROJECTING SIGNAGE TO A LISTED BUILDING

65 Tottenham Court Road, London

The Planning Application refers to the following:

Camden Planning Guidance: Advertisements and Signs

Camden Planning Guidance: Conservation Areas

London Borough of Camden Replacement Unitary Development Plan

INTRODUCTION

Holland & Barrett intend to make a Planning Application to install new fascia and projecting signage. The building is Grade II listed, therefore in addition to the standard application for advertisement display there will also be a Listed Building Application submission.

The unit is located on Tottenham Court Road which is a conservation area. The unit is currently empty therefore Holland & Barrett propose to improve the streetscene in a currently thriving shopping street. The shopping street has very good access to public transport and nearby parking facilities.



Existing signage zone



Proposed signage

The main shopfront is approximately 4.4m wide x 2.9m high in elevation and the proposed fascia signage is to be installed above the shopfront. The fascia signage is 1.05m high and the proposed projecting signage is to be 0.64m x 0.54m x 0.1m in size. Both signs are to be aluminium and powder coated to green RAL 6005 with mint green text and an opal background. The mint green text is reduced in size to leave an illuminated outline - the lettering only will be illuminated on both signs.

SUMMARY

The Holland & Barrett design serves to preserve & enhance the character of the area in accordance with the Camden Planning Guidance.