

Proposed McDonald's Restaurant
Belgrove House, 13/21 Euston Road,
Kings Cross, London, NW1 2RY



Century Buildings,
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ACCESS AND DESIGN STATEMENT

The Site

The site is an existing City centre McDonald's restaurant situated in a prominent location on Euston Road. The new application relates to minor additions and redecoration of the external of the shopfront to bring inline with the current Corporate Identity.

Consultation

The design proposals have been previously developed on other McDonald's City centre sites and valuable knowledge has been gained from amenity groups, neighbours and local authorities, which has led to the final design we are proposing.

Corporate re-imaging

The McDonald's traditional travertine clad shopfronts now look tired and old fashioned in the high street. In a re-imaging campaign McDonald's wish to re-style their high street restaurants, using modern colours and materials from their new brand standard.

This new corporate identity involves decorating the shopfront in a subtle Khaki green colour, covering the existing fascia, stall risers, window frames and door frames. On this new background sections of natural oak are installed for contrast and function.

On this dark painted background we wish to replace a new signage scheme inline with our clients new corporate branding. This involves externally illuminated vinyl text letters along with an internally illuminated projecting sign.

The Proposals

In brief the proposals include an interior and exterior refurbishment works.

In detail the proposals are as follows:

- New illuminated shopfront signage, including new projecting sign.
- New fully automated entrance doors to be installed with a DDA compliant door set.
- A full interior refurbishment and redecoration.

Please refer to proposed visuals, enclosed.