

**DESIGN AND ACCESS STATEMENT
FOR CONSENT TO DISPLAY AN ADVERTISEMENT
APPLICATION**

PROPOSED BOTTLE APOSTLE

**172 REGENTS PARK ROAD
LONDON
NW1 8XN**

Use

The proposals are to replace the existing PH Factor sign and fascias with new 'Bottle Apostle' white plastic letters on black timber fascias. A new hanging / projecting sign will also be fitted to existing pilaster. Main fascia and hanging sign are to be externally illuminated.

Amount

The proposals to replace the signage have been carefully thought out with the lettering and projecting signs being kept generally the same size as signage located on existing retail units adjacent.

Scale

The scale, height, width and length have all been designed to be in keeping with the current external trade signage.

Layout

The layout of the property will not be affected by the proposals.

Landscaping

Not applicable.

Appearance

It is the designer's view that the appearance and material selected are sympathetic to the property's surroundings and historic appearance. Consideration to the texture, materials, colours and lighting have all been taken into account.

Architectural and Historic Interest

Investigations into the Listed Building Register and the Camden Council Local Planning Authority revealed that the property is within the Primrose Hill Conservation Area and is not a listed building.

Access

The access in to the property will not be affected in any way by the proposed works. The access and egress routes will not be hampered and sufficient access space requirements set out in Building Regulations Part M and British Standard 83000 have been allowed for.