

106-108 Cromer Street, London, WC1H 8BZ

pushdesign

Design and Access statement

29th October 2015

To support an application for consent to display advertisements for installation of fascia lettering signage 350 mm high x 2200 mm long to the south-east façade of the café bistro at ground floor level plus another fascia lettering 175 mm high x 1100 mm long above the main door and a double sided projection sign to the south-east façade at ground floor level.

The site consists of an existing two floors at 106-108 Cromer Street, currently an empty space, but in his history a café and previously a gallery. It is proposed to locate a café bistro at ground floor level with restrooms at the lower floor.



It is proposed to make good and decorate in line with the building.

At ground floor level it is proposed to install 2 new externally illuminated fascia signs and one double sided projecting sign. The fascia signs are in two sizes. One along the main façade measures 2200 x 300mm. the other above the entrance measures 1100 x 170mm. The signs will be powder coated free cut metal letters. The signs will be illuminated externally using LED proprietary strip lights projected back onto the letters from above.

The projecting sign is constructed from a birch plywood 1.5mm - 12mm circular disc which has been routed out with the logo for 'Casa Tua' and filled with black lettering.

The signage will provide much needed advertising for this Café Bistro increasing trade and as an attractive addition to the streetscape. The nature of the design and the materiality will also ensure a crisp, contemporary feel in a scale proportional to the adjacent buildings and signage. Two new awnings will be installed: one above the entrance door and another one above the windows to the south-east façade. Each awning will have the words 'Italian Gastronomy and Mixology', as in the picture above.