

Design Statement

**Development Management**  
**Town Hall Extension**  
**Argyle Street**  
**London WC1H 8EQ**

**Strictly Private and Confidential**  
**Project: 96 Belsize Lane, NW3 5BE**  
**RE: Advert consent – Fascia and Hanging Signage**  
**SENT: Via online planning portal upload**  
**Date: 14<sup>th</sup> August 2018**

This proposal is aimed at seeking consent to display advert at the new Omnide office at 96 Belsize Lane.

**1. Background:**

The existing unit is located at ground floor and basement floor of a three-storey building. The property forms part of a wider parade of shops fronting Belsize Lane and is located within the Belsize Park Conservation Area.

**2. Proposal:**

The proposal is to display a fascia and hanging sign for Omnide, an architecture and interior studio.



I have included the following drawings for your consideration to explain the proposal in greater detail:

Drawing no.	Drawing Title	Scale
A-0.10	Location/Site plan	1:1250 / 1:500
A-1.00	Existing/Proposal ground floor plan	1:50
A-2.00	Existing/Proposal elevation and section	1:50
A-3.00	Detail of proposed signage	1:10

**3. Signage details:**

Fascia Sign

The new Omnide fascia sign will be made of the letters “OmniDe” from the Omnide logo. The sign will be made of individual laser cut aluminium letters and will be 1850 mm overall width and 480mm maximum height. It will be 30mm deep and protrude 50mm from the façade. The individual letters will be back lit with 3000K led lights.

Flag Sign

The new Omnide flag sign will be made of the letters “O” and “D” from the Omnide logo. The sign will be 350 mm wide and 300 mm high, the two intertwined letters will be 295mm wide by 200mm high. It will be 30mm deep and will be located at 2850 mm from the ground. It will be made of aluminium, and will illuminated internally 3000K led lights.

**4. Benefits to the Area**

The proposed new fascia and hanging sign will improve the appearance of the façade of 96 Belsize Lane as well as overall improving the appearance of the whole of Belsize Lane.

**5. Precedents**

The entire street is part of the commercial street and all the neighbouring shops have a similar hanging flag sign, as per pictures below.

For precedents please consider signs at:



Craig Solicitors, 74 Belsize Lane, NW3 5BJ



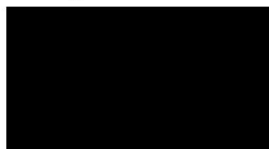
1 McCrone Mews, London NW3 5BG



Sylvester Fine Art, 64 Belsize Lane, NW3 5BJ

Taking in consideration the proposed design, precedents and the above analysis, we therefore request that the Council grant consent to display advertisement.

Kind regards,



**Ivan Lazzaroni**  
Director Omnide  
Architect ARB, OAPB

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