

## Le Pain Quotidien – 64 Tottenham Court Road

### Design and Access Statement

#### Proposed External Colour Change and new fascia signage

This application is for a proposal to change the external ground floor shopfront colour from a pale but bright green to a darker green. In addition the proposal is to remove the current externally illuminated face fixed fascia signs and replace with a neater lower intensity back illuminated fascia sign on each elevation

1. What are the **features** on the existing site?

The property was listed as Grade 2, entry 1061382 on 19<sup>th</sup> July 2002. It was listed principally for its exceptionally exuberant Edwardian upper floor facades.



The Ground floor shopfront was altered prior to the listing and planning consent granted in 2006 for the current shopfront construction



2. Please provide details of how **access** issues have been addressed

The application is solely for an external colour and signage change so no changes have been made to the current access provisions. The property has existing stepped access and a DDA ramp is available for use.

3. Please provide details of the **layout** of proposed development

The application is solely for an external colour and signage change so this is N/A

4. Please provide details of the **scale/appearance** of the proposed development

The shopfront is existing and is being repaired to match.

The colour change proposed is a darker green and a more suitable heritage colour. An example of a similar shop painted in the new colour and with the same proposed signage is as below



The current awnings are black and will be replaced to match in black and the existing awning boxes and metal framework repaired to match.

The current faced fixed letters are illuminated with large floodlights; these will be removed. The new main fascia sign letters are internally edge lit providing a more subtle illumination helping to reduce the glare

5. Please provide details of the **landscaping** in the proposed development

N/A

6. Please provide details of how **Heritage Assets** issues have been addressed

No alteration works are being done to the existing façade so the heritage assets are not being altered. The upper floors are the interest of the listing; the ground floor façade being modernised a few years before the property became listed. However the choice of the darker green for the shopfront is a more sympathetic choice and does blend much better with the redbrick and Portland stone upper façade.