

# DESIGN & ACCESS STATEMENT

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**55 Grays Inn Road  
London,  
WC1X 8PP**



**Front View of 55 Grays Inn Road.**

**OCTOBER 2019**

## SUMMARY

This document has been prepared by Siraf Associates to illustrate the proposal for 55 Grays Inn Road, London, WC1X 8PP, and to support the full planning application.

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## SIRAF ASSOCIATES LTD.

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## 1.0 Introduction

This Design and Access Statement is to support the planning application for the proposed work at 55 Grays Inn Road, WC1X 8PP.

## 1.1 Proposal

This application seeks consent for an advertisement consent for the associated signage and side signage which would be located on the shop front.

## 1.2 Supporting Documents

This Design and Access Statement should be read in conjunction with the following documents attached in the present application:

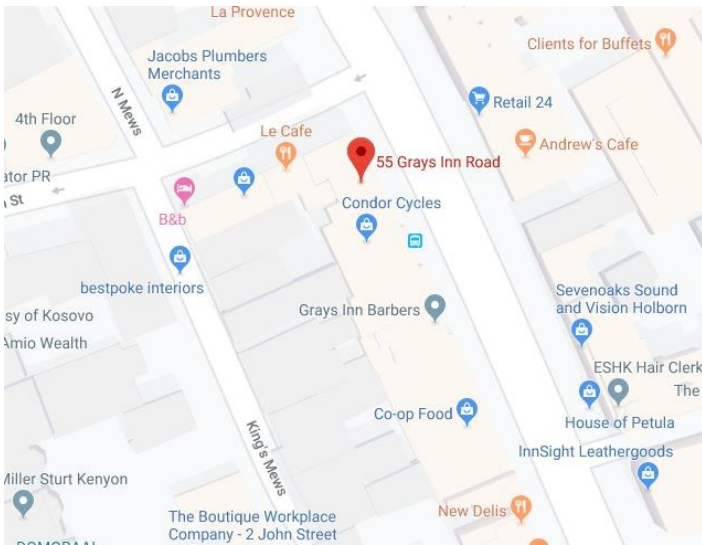
### **Drawings:**

- 55GIR-PL01-Existing Elevations Rev A
- 55GIR-PL02– Proposed Elevations Rev A
- 55GIR-PL03– Site Location Map

### **Documents:**

- Design & Access Statement


## 2.0 Site Location



55 Grays Inn Road is a listed property, allocated along the west side of Grays Inn Road and runs southwards from Chancery Lane Station. The street maintains a sense of openness due to its generous pavement and road widths.

The shop fronts to the retail units on the west side of the street are of varied in design styles ranging from traditional to contemporary.

The closest station found to the property is Chancery Lane Station being a 6 minute walking distance. Bus stops are located within close proximity of the premises.

 Chancery Lane Station (0.3 miles)

## 4.0 Proposal

### 4.1 Layout

Our application is to seek consent for an advertisement consent for the associated signage which would be located on the shop front.

### 4.2 Access

Existing access arrangements will not be drastically effected by the proposal . The door will remain centered along the existing shop front line. Access to the unit will remain the same.

### 4.3 Scale, Appearance and Design

The appearance of the building itself will be effected by the proposal.

A proposed new signage and a side sign are the two main elements of this application.

The installation of new shopfront and associated signage due to owners' desire to change style of shop signage at 55 Grays Inn Road. Proposed works includes new shopfront signage and a side signage located at the front façade.

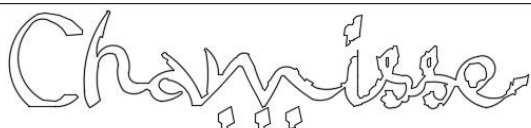
The proposal will replace the existing signage which currently has no writing or design, but consists of a wooden blank space.

Please refer to drawing no. 55GIR—PL02 for details of the proposed.

#### **Proposed new signage**

The proposed signage is to display the following text.

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The image shows a stylized, cursive logo for the word "Chavisse". The letters are interconnected and have a decorative, hand-drawn appearance. There are small square-like shapes at the end of some strokes, particularly on the 's' and 'e'. The logo is centered between two horizontal lines.

### 4.4 Landscape

There is to be no landscaping on this development. The landscape will not be effected.

## 5.0 Conclusion

The client seeks to gain the council's approval to help display the name of the property in a more presentable way which would preserve the character and appearance of the area.

The aspects which are the subject of these planning and advertisement applications are very minimal.

The shop signage design and layout will include a new sign and a side sign with the name and contact details of the restaurant.

The applicant would welcome any recommendations for the design or the proposal at any stage, in order to make appropriate adjustments prior to the issuing of the decision.