

## Site/Property: Lord Palmerston

33 Dartmouth Park Hill, London, NW5 1HU

## Consent to Display an Advertisement

### Design and Access Statement

#### Use

The Lord Palmerston is a medium sized public house which is owned by Young & Co's. As the property is part of the Young's managed house portfolio the proposed changes are to replace the existing signage with new branded signage to match the other branded managed sites.

As such, these changes are:

- New entrance plaque to pub entrance
- New signwritten lettering to:
  - 300mm lettering to fascia to the east facing front elevation.
  - 3 no. 275mm lettering to the side south facing elevation.
  - 230mm lettering to the south facing front seating area wall.
- New post swing sign pictorial adjacent to seating area.

Relevant existing and proposed elevation drawings have been submitted showing the proposed signs and their locations. Additional supporting evidence such as photomontage documentation showing location sizes etc. Please note the photomontage document is to be used as photograph only and not to be scaled from.

#### Amount

The proposals to replace the corporate signage have been carefully thought out with the lettering, swing sign and plaques being kept generally the same size as existing signage.

#### 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, so only an existing plan has been provided within the application particulars.

### 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 importance. Consideration to the texture, materials, colours and lighting have all been considered not only for this site but as part of Young's other managed sites, some of which are situated in conservations areas and on heavily listed buildings.

### Architectural and Historic Interest

Investigations undertaken with English Heritage listed building register found the building to have no listing status but does fall within a Conservation Area.

### Access

The access into 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.