

Design Access and Heritage Statement

806-808 Finchley Road NW11 6XL



Proposal: New Shop signage

The application site is a prominent three-storey building with a parade of shops at ground floor level and flats above. This is part of a Grade ii Listed building known as Temple Fortune house.

Some internal works which were previously approved are being completed and the shop will be used as a luggage retailer (Class E). This application is to install associated signage on the shopfront.

Heritage

Temple Fortune house is large terrace of buildings from 802-818 Finchley Road. The listing entry states:

“Two storey ranges, by Porter and Union with projecting 3 storey gabled ends. These gabled ends are carried over the pavement as a pair of arcades supported on stone piers.

The general construction is brick with mock timber-frame above the shops. Above the recessed centre are hipped dormers. The gables are half-hipped and they overhang.”

The proposed works involve new signage on the shop front. The signage will be gold lettering on a brown background as per the attached plans. The signage is modest and in keeping with the surrounding area and the listed building setting. There will be a positive impact that the shop will be brought back into use, thereby increasing the vibrancy of the location in and around this listed building.

We trust you will find this acceptable and hope consent can be granted promptly.

Kind Regards



Anthony Adler

Director

EA Town Planning LTD