

24/P/00597 – Application for Planning Permission

Location: 50-52 North Street, Guildford, GU1 4TE

Applicant: David Luxon, Luxon Projects Ltd, on behalf of Essential Jewellery

Proposal

As this site is in a conversation area, this is the heritage statement to confirm the proposal.

We understand some areas of the existing timber shopfront are rotten, and these works are to keep the existing form in place for the future.

The planning application is to replace the existing timber shopfront for a new timber shopfront, like of like in form. Frames, moulding, glazing sizes, doors are all replaced and re-instated with new material exactly as it is currently.

There is no loss of any features in this proposal.

This is no impact on the relationship between buildings, nor does this compromise views

Shopfront finish

The proposal is to bring the shopfront in line with the current branded colour. The entire shopfront to be decorated in an 'Antique White' – reference Pantone 11-0105 TCX – including the signage fascia.

Signage

This is an update to the current signage on the fascia board, to apply matt black acrylic letters directly to the signage panel. The proposal includes new static LED linear illumination, black finish, over the lettering.

In addition, the proposal includes a new timber projecting sign on a black projecting arm. Matt black acrylic letters applied directly to the panel, with LED linear illumination, over the lettering on both sides.



David Luxon