

HERITAGE STATEMENT

Project

106 Fleet Road  
London  
NW3 2QX

Date

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1. INTRODUCTION

SITE	106 Fleet Road London NW3 2QX
DESCRIPTION	Installation of a new roller shutter and a redesigned illuminated sign in a similar style to the existing
PURPOSE	To assess the impact of the proposed changes on the heritage significance of the site and its surroundings within the Mansfield Conservation Area.

2. HERITAGE CONTEXT

CONSERVATION AREA	The Mansfield Conservation Area, established on 11th September 1990, is characterised by its Victorian and Edwardian architecture. It falls within Gospel Oak, located between Hampstead, Maitland Park, and Kentish Town on the edge of Hampstead Heath. The area is noted for its tree-planted streets and uniform late 19th-century urban residential development.
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3. ARCHITECTURAL SIGNIFICANCE

BUILDING DESCRIPTION	106 Fleet Road is a more modern building surrounded by late 19th-century terraces that contribute to the area's more traditional commercial and residential mix. The building doesn't feature the traditional York stone paving to the front forecourt area. It also does not mimic either the two story terrace or three story terraces either side that have decorative corbels, fascias and sliding sash windows. The building seems to be a more modern connecting the traditional terraces either side
SURROUNDING BUILDINGS	The neighbouring buildings are primarily late 19th-century terrace houses and commercial properties with similar architectural styles, contributing to the cohesive character of Fleet Road. Notable structures include the White Horse public house, which marks the west end of the road with its prominent late 19th-century red brick facade and decorative elements.

4. IMPACT ASSESSMENT

VISUAL IMPACT	The new roller shutter and illuminated sign have been designed to match the existing shopfront's style and colour scheme, ensuring minimal visual intrusion. The shutter will be finished in a colour that complements the existing facade, and the sign will use energy-efficient LED lighting, with a design echoing traditional signage.
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**HISTORICAL  
INTEGRITY**

The proposed changes are respectful of the building's historical character and do not involve any alterations to any significant architectural features. The addition of the shutter and sign will not affect the locally listed buildings, period features, or distinctive attributes.

**MITIGATION  
MEASURES**

To mitigate any potential negative impacts, the materials and colours used for the shutter and sign will match the existing facade, and the installation will be reversible.

**5. COMPLIANCE WITH CONSERVATION POLICIES****LOCAL POLICIES**

The proposal complies with the Camden Planning Guidance 2006 and the Replacement Unitary Development Plan 2006, which emphasise the preservation and enhancement of the conservation area. The new elements are designed to be sympathetic to the existing historic environment.

**BEST PRACTICES**

The proposal follows best practices in heritage conservation, such as retaining all significant architectural features, using appropriate materials and ensuring that all new elements are reversible

**6. CONCLUSION****CONCLUSION**

The proposed roller shutter and illuminated sign are designed to enhance the security and visibility of the site while respecting the heritage significance of the Mansfield Conservation Area. The changes will have minimal visual impact and will not affect the historical integrity of 106 Fleet Road or its surroundings.