



## Design and Access Statement

Advertisement and Listed Building Consent  
Applications at

79-81 Heath Street,

Hampstead, London, NW3 6UG

Prepared on behalf of Knight Frank LLP

## Contact details

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## Introduction

- 1.1 In accordance with Section 3 of Circular 01/2006, this Design and Access Statement has been produced to accompany advertisement and listed building consent applications for the rebranding of Knight Frank's office at 79-81 Heath Street, Hampstead, London, NW3 6UG.

## Design

### Amount

- 1.2 The application is for the rebranding of Knight Frank's office at 79-81 Heath Street and seeks advertisement and listed building consents for the following works:

- 1 no. Non-illuminated Fascia & Logo to front elevation;
- 3 no. Internally Illuminated Logo & Letters on Rails;
- 1 no. Internally Illuminated Projecting Sign;
- 3 no. Internal A1 Illuminated Window Displays;
- 24 no. Internal A3 Illuminated Window Displays; and
- 1 no. Internal Totem Sign with Video Display.

There is no additional increase in the floor area.

### Use

- 1.3 The site will continue to be used as Knight Frank's Hampstead Office. The proposed signage is a rebranding of that which is already in place, advertising the estate agents. The signs will advertise the business within and the properties currently being marketed.

### Layout

- 1.4 A fascia sign and a projecting sign are proposed to the front elevation of the building. These will replace existing signs. Logos and letters on rails, window displays and a totem sign are proposed internally. The logos and letters on rails will be mounted to the ceiling, the window displays will be mounted and suspended on vertical wires and the totem sign will be mounted into the floor.

### Scale

- 1.5 The fascia sign (A1 and B2 in the Detailed Design Pack) will replace an existing sign and will measure 11,500mm in width by 340mm in height. The projecting sign (E1) will replace an existing sign and will measure 540mm in width by 340mm in height. This sign will project out from the front of the building by 570mm.



- 1.6 Three logos and letters on rails are proposed. The first (B1a) will measure 850mm by 406mm, the second (C1a) will measure 651mm by 406mm and the third (C1b) will measure 1034mm by 231mm.
- 1.7 The totem sign (I2a) will measure 750mm by 2185mm.
- 1.8 Twenty-four A3 window displays (N3) are proposed, which will measure 381mm by 494mm. Three A1 window displays (N1) are proposed, measuring 702mm by 930mm.

### **Landscaping**

- 1.9 Given the nature of the proposal, no soft or hard landscaping are proposed.

### **Appearance**

- 1.10 The fascia sign and projecting sign will be very similar to those which they are replacing, with red and white lettering on a dark green background. These will advertise the Knight Frank business.
- 1.11 The A1 window displays, A3 window displays, logos and letters on rails and the totem pole will all be displayed internally in the windows. The logos and letters on rails and the totem pole will introduce new features to the building, whilst the A1 and A3 window displays will be similar to those which they are to replace. All advertisements will be visible from the street scene.
- 1.12 The A1 window displays, A3 window displays and totem pole will advertise properties that Knight Frank are marketing. The logos and letters on rails will advertise the Knight Frank business.

### **Access**

- 1.13 Pedestrian access is from Heath Street.