

**Application for Advertising Consent in the Conservation Area of Hampstead:  
65 Hampstead High Street  
London  
NW3 1QP**

**For Venchi**

## **SUPPORTING STATEMENT**

### **Site Location**

The application site comprises a retail unit on the ground floor of a building on Hampstead High Street within the conservation area of Hampstead. The site is situated towards the Hampstead Underground Station end of the road, within the south west side, and is one of the red brick buildings with stone dressings and Dutch gables from the 1880s redevelopment. Hampstead High Street is filled with ground floor retail units and restaurants/cafes, all of which have fascia signs, some have bus stop signs, many of which are illuminated. There are a number of units with awnings.

Venchi are fine Italian Chocolatiers who are taking possession of the above property. This document is in support of an advertising consent application proposing to install 2 no. externally illuminated fascia signs.

### **Proposed Fascia Sign**

The proposed fascia signs are contained within the existing fascia panels and do not conceal any of the existing architectural features. The signs consist of brass finished letters mounted on 20mm brackets, the overall dimensions are 550mm high and 1420mm long. The script like font is classic and reflects the heritage of the Venchi brand. The height and positioning of the signs have been designed to give maximum impact to the customer without taking over or compromising the shopfront.

The proposal includes for 6 no. projecting LED lights that protrude 600mm, mounted on the fascia, and have a stainless steel finish. The light intensity of these 15W LED lamps will be 1100cd/m<sup>2</sup>. The lights have been positioned centrally on each fascia sign with a 500mm spacing to give a pleasing spread of light and avoid circular pooling. These slim line light fittings have been chosen to illuminate the fascia signs whilst having minimal impact on the elevation as a whole. It is considered that this type of illumination is subtle, consistent with the quality and style associated with Venchi but at the same time would not detract from the character of the building or high street in general.

There are no proposed changes to the existing fascia board or shopfront.

This statement is supported by 3d Architects drawing number 16503\_02.

**3d Architects Ltd**

25<sup>th</sup> September 2014

