

HERITAGE STATEMENT

Prince of Wales - Highgate

Terrace of 3 houses. c1849. Multi-coloured stock brick with brick pilaster strips at division of houses through 1st floor; brick quoins to left hand angle. Stuccoed ground floor, channelled to appear as ashlar. Stucco cornice at 1st floor level. Slated roofs with projecting eaves and dormers. 2 storeys and attics. 1 window each. Plain square-headed entrances with overlights and panelled doors. Ground floor with recessed sashes; 1st floors with wider cambered arch sashes, No.51 with shaped stucco panel above window. INTERIORS: not inspected. (Survey of London: Vol. XVII, The Village of Highgate (Parish of St Pancras part I): London: -1936: 107-8).

The perimeter of the grounds have ornate railings which we propose to add signs to provide the public with understanding of the buildings function. Two of the signs are to be in the same location as existing. We are proposing to add two more signs so that the building can be made more noticeable to the passing public.

The signage will indicate both the buildings function and also the access points to both foot and vehicular traffic at distance also creating a better flow of traffic for users of the outlet.

The signage has been designed using traditional materials and processes. The use of colours and letter styles has been chosen to be traditional but not overpowering against the buildings aesthetics. Every care has been taken to ensure that this design will compliment the building and be in keeping with the surrounding area. The signage pays respect to the heritage of the building.

DESIGN & ACCESS STATEMENT

Prince of Wales - Highgate

Sign A

1 No. aluminium pictorial sign is fixed at high level to communicate at distance the name and nature of the business in both directions to both foot and vehicular traffic. The area in which this sign has been located is a natural area and will not conflict with the buildings aesthetics or encroach on any architectural features such as lintels or window mullions.

Sign B

1 No. aluminium name board sign has been located on the buildings natural area displaying hand finished face decorated lettering. The name board does not encroach on any architectural features such as lintels or window mullions. The key function of the signage is to inform the public at distance the name and nature of the business, also highlighting the main access point to the outlet creating a better flow of foot traffic in and around the area for persons wishing to use the facilities.

Sign C

1 No. aluminium transom sign is/are located on the buildings natural area, given the positions of the signage it/they do not encroach on any architectural features such as window mullions or key feature such a lintels or fall pipes. It is/They're located by the access points to the building this will help users of the outlet identify the points of access. The key function of the signage is to inform the public of the buildings access, also creating a better flow of foot traffic in and around the area, for persons wishing to use the facilities

Sign D

1 No. aluminium transom sign is/are located on the buildings natural area, given the positions of the signage it/they do not encroach on any architectural features such as window mullions or key feature such a lintels or fall pipes. It is/They're located by the access points to the building this will help users of the outlet identify the points of access. The key function of the signage is to inform the public of the buildings access, also creating a better flow of foot traffic in and around the area, for persons wishing to use the facilities

Sign E

2 No. menu case is located on the buildings natural area, given the position of the sign it does not encroach on any architectural features such as window mullions or key feature such a lintels or fall pipes. Its function is to inform patrons of the menu and changing offers also highlighting the buildings access point.

Sign F

3 No. floodlights are fixed at high level to illuminate the building and highlight its presence to passing trade on an evening, creating a safer environment for foot traffic.

Sign G

2 No. lantern has been located to highlight the access to passing foot and vehicular traffic, creating a better foot flow to patrons wishing to use the outlet on an evening.

Sign H

1 No. aluminium fascia sign has been located on the buildings natural area, individual letters and hand finished face decorated lettering have been chosen to be in keeping with the scheme of the building. The fascia does not encroach on any architectural features such as lintels or window mullions. The key function of the signage is to inform the public at distance the name and nature of the business, it also highlights the main access point to the outlet creating a better flow of foot traffic in and around the area for persons wishing to use the facilities.

Contemporary design

The signage has been designed using contemporary materials and processes. The use of colours and letter styles has been chosen to be contemporary but not overpowering against the buildings aesthetics.