

HERITAGE STATEMENT

ASSEMBLY HOUSE – KENTISH TOWN

The proposed signage will by no means have a detrimental effect on the listed building or its surrounding area. The signage replacement is based on “like for like” replacements taking into account the history & heritage of the Listed Building the impact will be minimal.

The starting point for the design of the signs is the client requirement balanced against the original and present design and appearance of the building and its setting within the street. The client requirement is simply for re-signing of the public house

The significance & architectural interest of the building have been taken into account by ways the colours & construction of the signage scheme using traditional methods & materials wherever possible.

The impact of the proposal will be minimal as it is largely just updating what was there originally but using more traditional methods & is inkeeping with the other properties within the area.

The building is a listed building & is also in a conservation area, every effort in designing the proposed signage has taken into account the heritage & history of the building. All features of the building are been kept & nothing other than external signage & lighting is been changed. The proposed signage & lighting will contribute to the building been used to its full potential within the conservation area.

The changes will improve the appearance of the building, whilst keeping its heritage & features within the conservation area.

The works are justified, so that the building signage is kept clean & modern whilst still keeping its listed building features & using the building to its fullest potential.

The works will not cause harm in any way.

The designs have taken full notice of the building & its heritage along with its position within the conservation area.

The proposed signage is almost a “like for like” replacement for the existing approved signage scheme.

Conclusion

As an overall scheme for the building, the signs and lighting are appropriate both to the building and the street in number, style, design and

scale. They very properly indicate the name and concerns of the business whilst respecting and enhancing the building's overall appearance and the group suggested in the listings.