



**Design Statement**  
**11 Highgate High Street, London, N6 5JT**

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**Client**

Greens of Muswell Hill Ltd

**Submission Date**

July 2020

**Agent**

Crawford Partnership Architects

Aris Kontogiannis

akontogiannis@crawfordpartnership.co.uk

02084442070

**Planning Authority**

London Borough of Camden

Note: The drawings in this document are not to scale

## 1.0 | Planning Statement

This Design Statement has been prepared to support an application for an advertisement consent to the shopfront at 11 Highgate High Street, Highgate, London.

Due to the change of occupants the shopfront will need to be updated to echo the features that make the distinct character of Greens of Highgate greengrocers & flower shop.

The key alterations include:

New shopfront signage and painted fascia board.

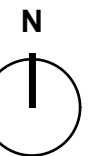
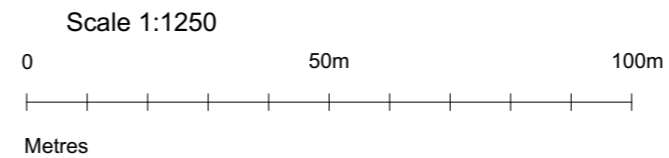
The introduction of two new Victorian awnings with grey canvas, white lettering and timber Victorian canvas containers painted black.

The proposed alterations to the existing shopfront have been designed with consideration to *Camden's Planning Guidance Design 2019* and specifically with regards to sections **Advertisements and signs** as well as **Canopies, awnings and blinds** and are fully compliant.

The drawings attached within the Design statement together with the submitted planning drawings clearly indicate the nature of the shopfront proposed advertisement. It is considered that the proposals would be acceptable with regards to the appearance and character of the shop within the conservation area.

## Location plan

The site is located along Highgate High Street, within Highgate and is part of a Conservation Area, however the building is not listed.





## 2.0 | Site Photos



11 Highgate High Street, Applicants site



## Awning examples



90 Highgate High Street



3 Highgate High Street  
Original Green of Highgate Shop  
featuring traditional victorian awning





### 3.0 | Existing Front Elevation

### Proposed Elevation



The proposed frontage utilises the existing Marine Treated Timber Fascia Board and proposes to repaint it in Dark Grey colour with White Lettering.

It introduces a timber Victorian awning container over the proposed fascia painted in black.

These changes will tie in with the adjacent shops and positively contribute towards an enhanced and contextual shopfront.



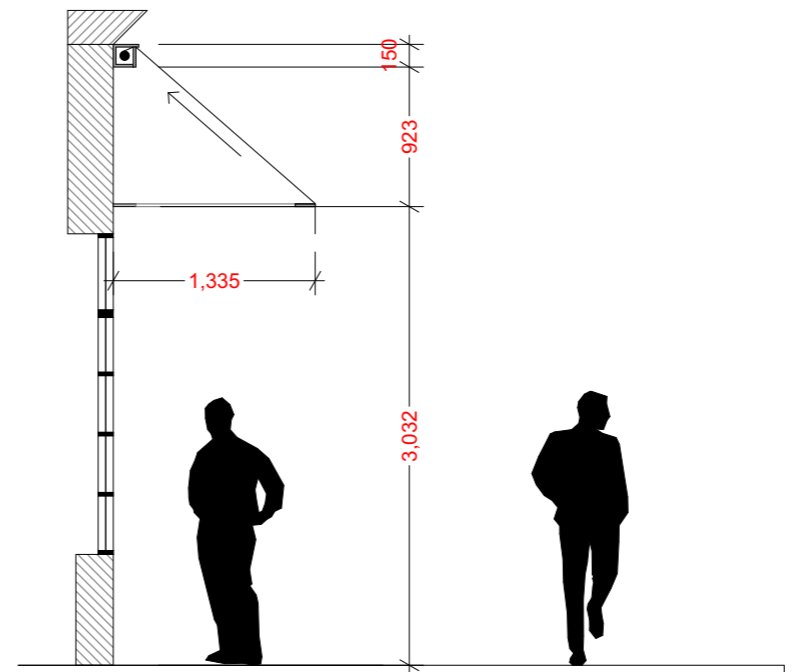


## 4.0 | Proposed Awning

### Proposed Elevation



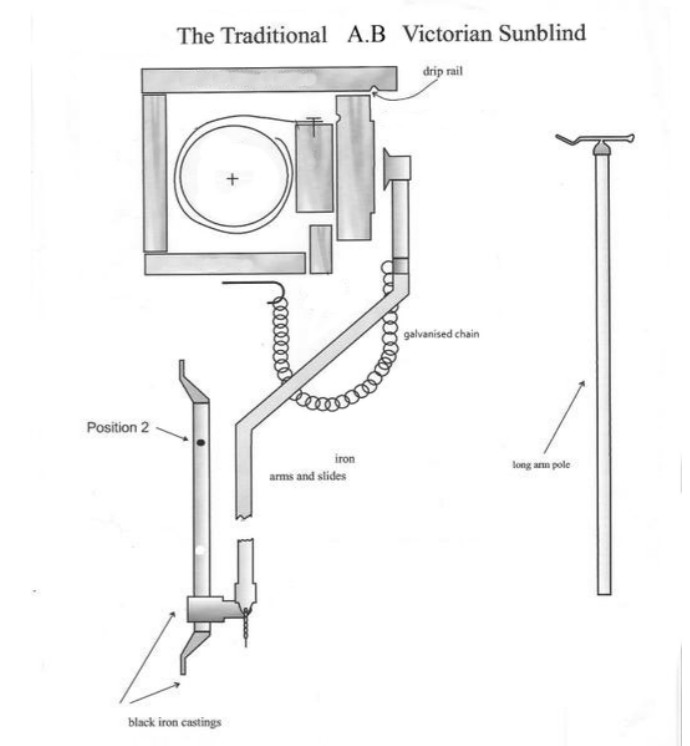
### Proposed Section



### Awning Detail

The proposal adds a new traditional Victorian awning with grey canvas cover and a valance which screens the timber container lid. The awning features traditional steel arms painted black and security galvanised chain. When not in use the awning rolls into a timber container painted in black positioned over the shopfront fascia board.

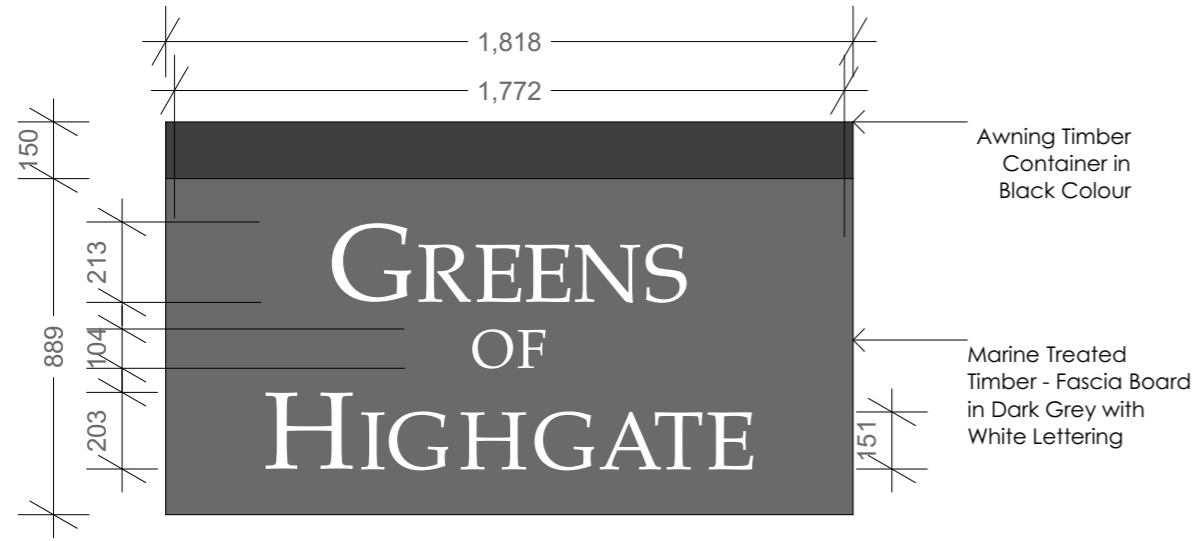
By looking at the wider context along Highgate High street it is clear that canvas awnings are a typical and distinctive feature of the street. Therefore, the introduction of the proposed canvas awning is considered to be acceptable and will enhance the character of the conservation area by its traditional appearance and features.



## 5.0 | Proposed Advertisement

### Proposed advertisement on short shopfront side

#### Fascia Board



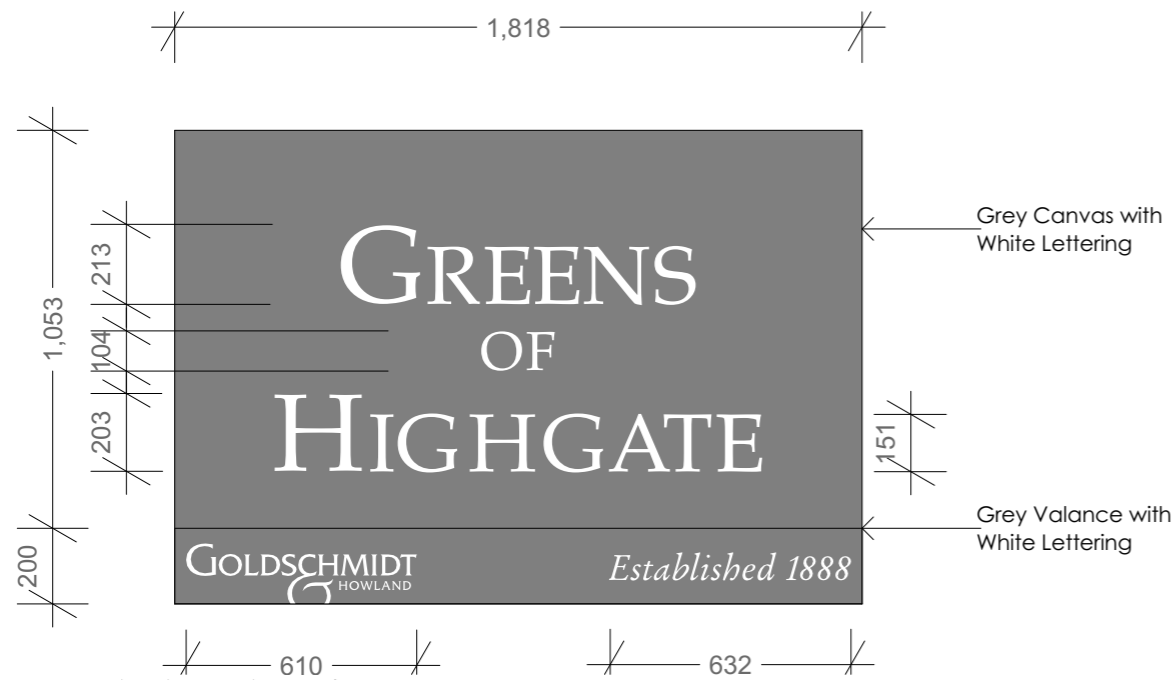
Proposed Fascia Board  
1:20 scale

The existing fascia board, and canvas awnings feature the shop signage comprising of large individually printed letters in white colour consisting of a traditional font.

The combination of grey background with white traditional lettering further adds to the appearance of the shop and contributes positively to the conservation area.

The new fascia board will upgrade the appearance of the shopfront from the existing fascia which is contrasting to the predominant architecture style of the conservation area.

#### Awning



Proposed Victorian Awning - Unfolded  
1:20 scale

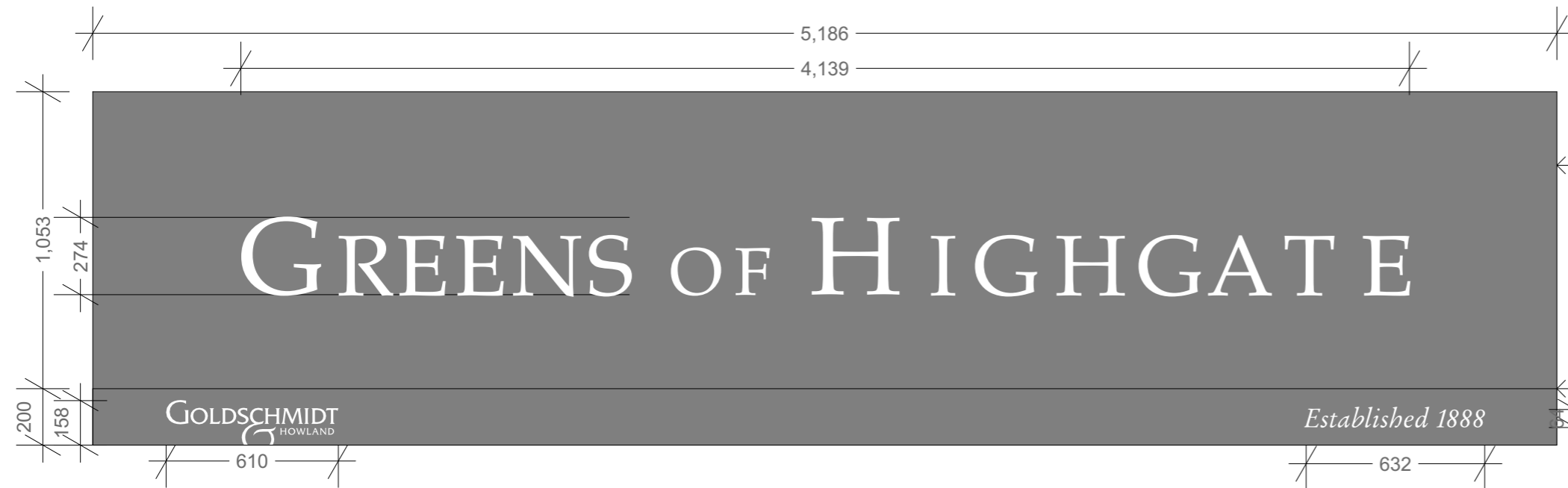
Proposed advertisement on long shopfront side

Fascia Board



Proposed Fascia Board  
1:20 scale

Awning



Proposed Victorian Awning - Unfolded  
1:20 scale



## 6.0 | Materiality

The materials proposed externally have been selected to improve and enhance the current appearance and character of the shopfront and to be sympathetic to the Conservation Area.

1. Timber frame container painted black.
2. Steel arms painted black
3. Marine treated timber fascia painted grey
4. White paint lettering
5. Grey canvas within timber container





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RIBA   
Chartered Practice



a. 1a Muswell Hill  
London N10 3TH  
t. (+44) 02084442070  
w. [www.crawfordpartnership.co.uk](http://www.crawfordpartnership.co.uk)