

Dignity Funeral Services  
Flat 9, 1<sup>st</sup> Floor  
Pond Street  
Camden  
London  
NW3 2PN

Proposed Display of Replacement Signage

Heritage Statement

Produced by

Wood and Wood Signs

27<sup>th</sup> February 2023

## **Introduction**

This Heritage Statement supplements an application for the proposed display of signage to the external façade at:

Dignity Funeral Services, Flat 9, 1<sup>st</sup> Floor, Pond Street, Camden, London, NW3 2PN.

The property is a Grade 2 listed building.

The replacement of the buildings external signage is required due to an upgrade of the companies' corporate image, which is currently being rolled out across the country.

The construction, appearance, character, location and function of the building were considered when designing the replacement signage for the premises. Many options were investigated and the proposed signage complements the building whilst maintaining the functional aspect of the signage.

### **The principles/factors which have influenced the location & scale**

The position and size of the proposed signage is restricted to that of the existing signs, which is in proportion to the building façade and of a size that delivers the brand and function of the building in a manner that is not over bearing.

### **The principles/factors which have influenced the appearance**

All signage, colours and fonts are from the Dignity PLC standard palette of external signage, which has been designed to be universally forgiving to both modern and listed buildings alike.

### **The principles/factors which have influenced the materials used**

The Aluminium and Vinyl materials used for the signage have been selected to give durability over many years, preventing deterioration, which could lead to unsightly signage on an historically important building.