

203 Field End Road, Eastcote Pinner

Report for the Planning Application Ref:

The application proposes to replace the existing shop frontage with a new shop frontage with minimal structural differences. The existing shop frontage is formed in a timber framed glazing which is inconsistent with a large number of units along Field End Road and the surrounding area. In addition the timber has lost structural integrity to the point of instability with an awning that is in disarray. The new façade will be formed with an aluminium framed glazing to replace the existing installation and so fundamentally improves the current aesthetic. In addition the awning will be removed completely. The central door position will be moved to the right to allow a larger expanse of glass frontage. The upper sections of the main façade and surrounds will remain untouched. The streetscape has a variety of styles and finishes to which there is no consistency and is fairly typical of a retail high street. Opposite to the property, the majority of the shop frontages utilise aluminium framing with large sections of glass. The proposal will not adversely affect or diminish the quality of the elevation or overall street scape. As such, the proposal complies with the NPPF. The attached photos are a few examples of shop frontages that have aluminium framing and a door to the far right or left along Field End Road.



209 Field End Road  
Aluminium shop frontage  
with door to the right



204 Field End Road  
Aluminium shop frontage  
with door to the left



220 Field End Road  
Aluminium shop frontage  
with door to the right



161 Field End Road  
Aluminium shop frontage  
with door to the right



## Existing Shop Front

Timber framed glass with awning and aluminium shop signage, security grills and imposing vinyl graphics on glass

## Proposed Elevation

Existing aluminium signage replaced with timber frames replaced with aluminum framed glass and door moved to the right. Surrounding structure remains untouched and footprint remains unchanged.

**Dims:**

Signage Size: 5330mm x 1300mm x 115mm  
Projection Sign: 700mm x 600mm x 120mm  
Cap Letter Height: 450mm ( MAISON )  
Sub Cap letter height 100mm ( SALES, LETTING, MORTGAGES )

**Spec:**

Removing existing signage, broken background support and timbers, replace with new, waterproofed and sealed, NewTray sign made from aluminium composite Ral: 5008, stencil cut background with 10mm push through letters with White LED Tube lighting 5w, left hand side face mounted projection sign with no illumination. Finished off with simple window graphic decals.

