

retrospective application

for

consent to display an advertisement

at

Jack Straw's Castle

1. Introduction

- a. This application is for retrospective listed building consent for a sign that was installed by the applicant (Group Nexus) who are the current occupants of the basement and ground floor of Jacks Straw's Castle from where they run their business;
- b. The sign replaces a sign that was installed by the previous occupant;
- c. The sign is the name of their company.

2. The Building

- a. Jack Straw's Castle (NHLE ref: 1113189) is a Grade II listed building located on the west side of North End Way in Hampstead.
- b. It is listed for its special architectural and historic interest as a building designed by Raymond Erith, a well known English traditionalist architect, in the style of an eighteenth century coaching inn. Jack Straw's Castle combines traditional materials and construction methods with twentieth century building technology.
- c. It is a three storey plus lower ground floor, weather-boarded building with crenelated parapet partly concealing a hipped roof covered in plain clay tiles.
- d. The upper ground floor and lower ground floors are the subject of this project.
- e. The first floor and second floor have been converted to residential accommodation.
- f. Internally, the ground and basement floors have most recently been used as a gym. The ground floor is largely open plan. The basement houses showers, W.C.s and locker facilities.
- g. Jack Straw's Castle commemorates Jack Straw, Wat Tyler's second-in-command during the Peasants' revolt of 1381, who is said to have had a camp here. On the site of a previous coaching inn built in 1721 of the same name, Jack Straw's Castle replaced an earlier eighteenth century public house that was seriously damaged during the Second World War.
- h. Designed by the well-known England traditionalist architect Raymond Erith and built by GE Wallis, Jack Straw's Castle is a Grade II listed building which dates from 1964. The design intentionally mimics the style of an eighteenth century coaching inn and is one of Erith's major projects. Jack Straw's Castle demonstrated Erith's mastery of English historical styles, and remains his only building built from scratch, exemplifying traditional styles with the ingenuity of modern techniques. The pre-fabricated design of the timber-framed construction on brick plinth was assembled on site in three months. It is clad with painted weatherboarding, and tiled double hipped roofs.
- i. The pub closed permanently in 2002, and the upper storeys of the building were converted to residential use, although the ground and basement levels of the building have had a number of uses since then. It became a restaurant called Jack and Lulu's from March to October 2007, and then was converted to a personal training lifestyle centre in 2008.
- j. The most recent renovations have retained the original exterior pub appearance, although the interior has been altered slightly with the insertion of suspended ceilings,

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stud walls and original timber and glazed screens being rearranged. Full planning permission was granted to change the use of the basement and ground floor levels from Class D2 (health club/ personal training centre) to flexible use of Class B1 (office) or Class B1 (office) or Class D2 (leisure) (2017/6640/P). And most recently (16th of December 2018) the full planning permission and listed building consent were granted to replace a single basement level doorway with a double doorway on the north elevation facing the car park.

- k. The existing basement layout has changed significantly from its original design. The Cooled Cellar has been partitioned to become the Men's Lavatory and Therapy Rooms, with the area to the rear and Tank room reconfigured into a Ladies Locker room and Lavatory and Therapy Rooms. The Main Cellar has been split into offices and a Creche. The original Landlords' Area has been partitioned and reconfigured from the original Wine and Spirit Store, Boiler House and subsequent stores.
- l. The existing Ground Floor layout has changed substantially from its original use as a public house. The areas that were originally the Public Bar, Saloon Bar, and Courtyard Bar, have become open plan, although the Public Bar has had a superficial partition added. There are a number of fireplaces which appear to be original, although somewhat altered. The services have been removed and the display counter has been partially removed. The original Men's Lavatories, Women's Lavatory, and Managers Office have been removed and the area opened. A set of stairways have been added to the west. The original seats have been removed, but the frames remain. The current Residential Lobby at the north end of the building (excluding from the application site) contains the same footprint as the previous foyer. The structural posts in what used to be the Public Bar and Saloon Bar remain. The timber and glazed screens which originally flanked the entrances have been moved to apparently random locations within the ground floor.
- m. Gross Internal Areas:-
 - i. Lower ground floor = 205 sqm
 - ii. Upper Ground floor = 269 sqm
- n. Planning permission (ref 2017/6640/P) was granted (30.01.18) for change of use of basement and ground floor levels from Class D2 (health club/personal training centre) to flexible use of Class B1 (office) or Class D2 (leisure)
- o. Listed building consent (LBC) (ref 2020/1411/L) was granted (08.07.20) for internal fit-out of basement and ground floor; To implement previous planning approval for change of use to B1 office; Works involve:- Strip out of non-original materials and elements; Enlargement of staircase void; Removal of linings to reveal existing windows; New door opening through internal rear wall; New partitions, ceiling linings, floor finishes; M+E services (including WC installations) throughout; Decorations.
- p. The above LBC (ref 2020/1411/L) permission was implemented during 2020/2021 and Group Nexus took occupation in February 2021;
- q. At this time also replacement of the signage that existed at the time (for the gymnasium) with one for the new occupant (Group Nexus) was undertaken;
- r. The freeholder of the building was contacted by the Planning Enforcement Department concerning this sign;
- s. In response to the above an LBC application (ref 2023/0019/L) was submitted by the leaseholder to regularise the replacement sign and seek confirmation that the new sign was a replacement of similar design to the previous sign. Feedback from the planning department was that the previous sign had been installed with LBC or planning permission and that the new sign should be approved through submission of a new LBC application.

3. The previous sign - description :

- a. Company name signage
- b. Material : Pressed metal with cut-out lettering
- c. Colour = dark grey / black
- d. Lighting = Internal light fitting illuminating lettering
- e. Projection = 100mm
- f. Width = 1500mm
- g. Height = 900mm
- h. Position = right hand corner of building
- i. Height above ground = 2200mm to bottom
- j. Date of installation = not known
- k. See photographs – appendix A

4. The new current replacement sign - description :

- a. Company name signage
- b. Material = Pressed metal with lettering cut-outs and raised clear acrylic
- c. Colour = white
- d. Lighting = Internal light fitting illuminating lettering
- e. Projection = 55mm
- f. Width = 1590mm
- g. Height = 990mm
- h. Position = right hand corner of building
- i. Height above ground = 2140mm to bottom
- j. Date of installation = 2021
- k. See photographs - appendix B

5. Design Statement

- a. In good faith the current occupant changed the existing sign as they believed that replacing an existing sign with another of similar design was allowable within rules for works to listed buildings;
- b. The current occupant followed guidelines from Historic England “Advertisement Consent and Heritage, Listed building and scheduled monument consent for advertisements” which states the following:
 - i. “The replacement of one sign on a listed building with another of similar design would not usually require listed building consent as long as it does not affect the special interest of the building”.
- c. The new sign is of a similar size, location and design to the previous sign;
- d. The new sign is less obvious than the previous sign in that it is white instead of black as both signs being mounted on a light coloured background;
- e. The new sign is overall less deep than the previous sign albeit has projecting letters, however the projecting part of the letter is in clear acrylic. Overall there is no increase in depth;
- f. The colour of the text to the signage is black on the white background. There is a subtly coloured logo above the letters that does not affect the special interest of the building;
- g. The new sign has back-lighting to illuminate the lettering of the company name. The lettering is made from small acrylic characters. The back-lighting is subtle. The potential for making the illumination even more subdued can be discussed as part of the application;
- h. The building has significant external lighting – floodlights to the car-park at the side and wall mounted large lanterns to the front. In this context the subtle back-lighting of the sign has little visual impact when it is dark. See attached photograph (appendix C);

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- i. The listed building has commercial use group (planning) status for the basement and ground floor. If it desirable that the premises are occupied by a commercial organisation to encourage associated maintenance of this important heritage asset then it must acknowledged that the commercial function dictates that external signage is necessary;
- j. The sign is a separate element that is fixed in such a way that removal will be both straightforward and without impact on the fabric of the building. As such the sign can be considered a temporary intervention;

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