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DOCUMENT:  
**DESIGN, ACCESS & HERITAGE STATEMENT**

ISSUE TO:  
**CAMDEN COUNCIL**

FOR:  
**APPLICATION FOR PLANNING PERMISSION AND LISTED BUILDING CONSENT**

WORKS:  
**EXTERNAL REFURBISHMENT AND INTERNAL FIT-OUT WORKS**

AT:  
**72 HAMPSTEAD HIGH STREET  
LONDON  
NW3 1QP**

APPLICANT:  
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## 1 Introduction

This statement has been prepared by Yen-Yen Teh of Emulsion Ltd. (architect) as agent on behalf of the tenant occupier of the property, the applicant and retailer Derek Rose Ltd.

It relates to the applications for Planning Permission and Listed Building Consent for proposed external and internal works to the property. This report should be read in conjunction with the application drawings and information by Emulsion Ltd.

The objective of this document is to demonstrate that the proposal is sympathetic to and appropriate for the property and location.

## 2 Site and Building Context

No. 72 Hampstead High Street is a Grade II listed end-of-terrace property on the South side of Hampstead High Street, on the corner with Perrin's Court, dating from C18th. Nos. 2, 4, 6, 6a and 6b Perrin's Court are also Grade II listed.

No. 72 is in the Heath Street / Hampstead High Street sub area of the Hampstead Conservation Area, and it is located within the area covered by the Hampstead Neighbourhood Plan.

The building comprises basement plus ground, 1st, 2nd and 3rd (attic) floors above street level. The self-contained Class E commercial unit which is the subject of this proposal occupies part of the ground and basement levels of the building, accessed from Hampstead High Street. The front of the property forms part of the Hampstead High Street core retail zone.

The remainder of the building houses further commercial and residential space, accessed via a separate entrance on Perrin's Court - these units are understood to be owned and occupied by the freeholder of the building.

At ground level, the shopfront onto Hampstead High Street is non-original with metal-framed shopfront glazing and entrance doors. This newer glazing was believed to have been installed in the 1960s following a fire which had completely gutted the building, as part of the rebuilding of the property as concrete structure, preserving some original brickwork along the Perrin's Court elevation, and an intact early C19th doorway visible from the outside, which is blocked up from the inside.

There are no original features to the existing interior of the unit.

## 3 Listed Building Status

The building received Grade II listing status in 1974.

*Historic England official list entry:*

*Heritage Category: Listed Building*

*Grade: II*

*List Entry Number: 1378692*

Date first listed: 14-May-1974
List Entry Name: 72, HAMPSTEAD HIGH STREET
Statutory Address: 72, HAMPSTEAD HIGH STREET
County: Greater London Authority
District: Camden (London Borough)
Parish: Non Civil Parish
National Grid Reference: TQ 26452 85682

Details: Terraced house with later shop. Early C18, refaced mid C20 in Neo-Georgian style and extended at rear. Red brick front with plain brick band at 1st floor level; original brown brick return with floor bands to Perrin's Court. Tiled roof. 3 storeys 3 windows. C20 shopfront. Upper floors have flush framed 2-pane sashes with exposed boxing. Thin brick cornice beneath parapet. Old lead rainwater head. Return with early C19 doorway having an incised surround with rectangular stops and panelled reveals; intersecting cusped tracery fanlight. INTERIOR: not inspected.

4 Planning Background

There have been several past applications submitted to Camden Council relating to both physical alterations and changes of use to various parts of the building.

Relevant past applications:

The below relate to a proposal where the applicant (and owner of the property) was granted consent to replace the non-original front-facing shopfront with a period-style new shopfront. These works have not been implemented.

Application Number 2 2021/2704/L
Application Type Listed Building Consent
Development Type Listed Building Consent
Proposal Demolition and installation of shopfront.
Date Granted 05-08-2021

Application Number 2021/1652/P
Application Type Full Planning Permission
Development Type Commercial Minor Alterations
Proposal Demolition and installation of shopfront.
Date Granted 05-08-2021

The below applications relate to exterior illuminated signage installed by the previous commercial retail tenant.

Application Number 22004/2025/L
Application Type Listed Building Consent
Development Type Listed Building Consent
Proposal Display of one internally illuminated fascia sign and three internally illuminated non-projecting signs.

Date Granted	26-07-2004
Application Number	2004/2024/A
Application Type	Advertisement Consent
Development Type	Advertisements
Proposal	Display of one internally illuminated fascia sign and three internally illuminated non-projecting signs.
Date Granted	26-07-2004

**5 Use**

The property is a self-contained commercial unit occupying ground and basement levels, with planning use class E, used by previous tenants as a retail unit. This status and use will remain unchanged by this proposal.

The separate upper units are commercial office use class E and residential class C3 and are not the subject of this application.

**6 Area & Accommodation**

6.1 Area

Schedule of areas:

Ground floor	68 sqm
Basement	32 sqm
Total unit area	100 sqm

The floor area of the building will not be increased through this proposal.

6.2 Accommodation

This existing commercial retail unit occupies the ground floor and basement.

The ground floor area is the shopfloor, and the basement is used for storage and staff welfare facilities only - this is the same as the usage when the unit was last occupied.

**7 Design**

7.1 Shopfront improvements

The proposal seeks to refurbish and improve elements of the exterior to the front section of the property, alongside installation of shop signage which is the subject of a separate application for advertisement consent. No changes are proposed to the Perrin’s Court elevation other than the addition of signage.

The main existing metal-framed shopfront onto Hampstead High Street will remain in order to minimise the extent of works and disruption. The non-original metal-framed inset entrance doors and fixed fanlight are proposed to be replaced with timber-framed glazed full-height entrance doors to improve the proportions of the elevation.

The front elevation non-original fascia is clad in painted metal sheet and of particular design merit, so it is proposed to copy the timber panelled fascias above the windows to the side elevation onto Perrin's Court, so that the unit becomes legible and more coherent visually.

The existing stall riser is in disrepair - the existing damaged stone and tile claddings are to be replaced with a stable smooth rendered exterior finish.

The porch entrance step to the inset entrance doors is also in disrepair - the current tiling is to be replaced with new terrazzo tiling.

The new proposed metalwork security gates are of a modest and discreet design, using thin sections and unfussy detailing as a sensitive means to bridge between the non-original shopfront and the heritage character of the conservation area.

All elements of the shopfront are to coordinate by being painted the same colour using suitable external-grade paints:

- Windowframes, doorframes and fascia panels to both front and side elevations.
- Stall-riser external finish.
- Metalwork gates.

These proposed improvements to the shopfront have been considered and designed with the intent to enhance the streetscape.

## 7.2 External Signage

The new external signage elements are in keeping with the Derek Rose (applicant/tenant) brand identity, and are of a design style that is in keeping with the Hampstead Conservation Area and Hampstead High Street core retail zone. The fascia signs comprise surface-mounted lettering on both Perrin's Court and Hampstead High Street elevations. There is a single projecting sign proposed on the junction of Perrin's Court and Hampstead High Street. The projecting sign and the front long logo fascia sign only are proposed to have external illumination as indicated on the drawings. The signage strategy has been developed with careful consideration of all relevant council guidelines.

## 7.3 Internal Fit-out

The existing back-of-house (BOH) areas will be retained as existing - no new works are proposed. This relates to the basement, staircase and the ground floor lobby off the shopfloor.

The ground floor shopfloor area will be subject to a new interior fit-out and decorations as befits the retail brand identity of the applicant/tenant Derek Rose. This internal work is all cosmetic, and no structural alterations are proposed.

New internal non-structural stud partitions are to be built in accordance with the proposed layout, creating two new changing rooms. The step up to the rear upper shopfloor area will be replaced, and new glass balustrading installed. All works will be carried out in compliance with current Building Regulations.

Internal security shutters will be installed: behind the line of the front entrance doors to separate the front window areas, and immediately behind the glass of the two side shopfront windows onto Perrin's Court. These internal security measures are proposed in order to minimise the impact on the exterior of the building, and to be respectful of the listed building status and the conservation area.

## **8 Neighbours**

### 8.1 Impact on Neighbours

There are no privacy or overlooking issues regarding the proposal.

The installation of new metalwork gates to the front of the inset entrance step is intended to deter antisocial behaviour such as the unauthorised occupation of the step outside of trading hours.

### 8.2 Neighbour Consultation

The applicant has informally presented the proposal to the owner and freeholder of the building. They are supportive of the improvements and have raised no concerns.

## **9 Access**

The existing point of entry into the front of the commercial unit from Hampstead High Street will remain unchanged.

The step up at the inset entrance deals with the level change from the lower pavement level up to the internal shopfloor level.

In keeping with the tenant/applicant's established operational methods at their other sites, an external DDA-approved height doorbell will be installed for assisted entry, a portable ramp will be kept on site for use as necessary, and all staff will have the requisite training for helping customers with assistance needs. This will be a means by which to provide ramped access up into the store, which is not possible to be achieved internally due to the physical and site restrictions of the host building.

The new proposed security gates fold fully back against the side reveals of the inset entrance area when open, so they do not impede the access into the unit.

**10 Summary**

We are of the opinion that this application and accompanying documentation describes carefully considered improvements and additions to the property, which will improve the quality of space for the tenant/applicant and its employees and customers, as well as enhancing the exterior of the existing building and contributing positively to the historic character and retail aspects of the Conservation Area and the streetscape. Care has been taken to ensure that the proposal can be deemed acceptable in planning terms of planning, listed building and advertisement consents.

In case of any queries or for further information please contact the Agent.