

3<sup>rd</sup> August 2023

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Ref:2216

On behalf of **Target Carbon Management**

**9 Hampstead High Street**  
London  
NW3 1PR

## HERITAGE STATEMENT – August 2023



Re. Installation of a non-illuminated fascia advertising board, internal fit-out and new tiled finish to shared external entrance lobby.



## 1.0 Introduction

This heritage statement supports a planning application for Installation of a non-illuminated fascia sign on ceramic tiled backboard, re-tiling of ceramic floor finish.

This heritage planning statement will cover the background to this simple application and provide the necessary information to enable its determination by officers at the Council.

The site is a ground floor and basement retail unit with access from Hampstead Highstreet.

## 2.0 Assessment

### HERITAGE ASSET DESCRIPTION

CAMDEN

TQ2685NE HAMPSTEAD HIGH STREET 798-1/27/743 (North side) Nos.9 AND 9A

GV II

*Hampstead Brewery building, now flats with shops to ground floor. Dated 1869. Darkened yellow stock brick with enriched brick floor cornices and stucco dressings. Shallow hipped slated roof with central slab chimney-stack and projecting eaves with stepped brick cornice. 4 storeys and cellars. 5 windows. No.9 at ground floor to left has an elaborate vehicle archway of pilasters with enriched capitals supporting brackets of barley sheaves and barrels flanking a segmental arch with keystone and shaped pediment with riband inscribed "Established 1720/Brewery/Rebuilt 1869". To right, the original timber shopfront with round-cornered plate-glass window and colonnettes flanking a panelled door with round-cornered overlight; fascia and bracket. To left, fine late C19 shopfront with thick curly cast-iron columns and big frieze. Upper floors of 2-pane sashes. 1st floor windows have guttae drops, keystones and small scrolled pediments with balls; 2nd floor with keystones and bracketed sills with enriched cast-iron guards. INTERIOR: not inspected. The separate Nos 1 and 2 Brewery Mews at rear have been rebuilt and are not included in this listing.*



The property is 5 stories, consisting of retail on the basement and ground. The first floor to third is residential. The timber store front has two flanking curved glass display features, with an open external shared entrance lobby. This shared entrance lobby has a unoriginal ceramic tiled finish and provides access to the residential dwellings above via a side door.

The first to third (top) floors are built from facing brown brick with typical early 19<sup>th</sup> century detailing around windows. This portion of the works will not be affected.

### THE PROPOSED WORKS

#### 1. Existing Shop Front

The existing Shopfront (curved glass, entrance doors and timber mouldings) is to be retained and repainted. The corbel to the right of the entrance is to be refurbished and repainted. Refer to drawings for RAL colour

#### 2. Installation of non-illuminated fascia sign.



*Figure 1 3D Image of proposed store front*

#### 3. Replacement of existing entrance tiles



The dark grey entrance tiles are not original and replacing them with new ceramic tiles that match the proposed fascia tiles will have no affect on the historic asset.



*Figure 2 Image of existing ceramic tiles to shared external entrance lobby.*

#### Internal alterations:

The internal alterations are to be carried out to with minimal impact to the historic asset. No works are to be made on the structure of the building. Changes include a complete re-fit out of the ground and basement.

#### THE IMPACT ON THE ASSET

The existing 'Claudie Pierlot' fascia sign is not original . Replacing it with a new tile on backboard fascia will have no impact on the historic asset.

The proposed replacement ceramic entrance tiles are not original, and replacing it with ones that match fascia tiles will have no impact on the listed building.

Painting and refurbishing the storefront corbel on the right hand side will ensure the corbel is retained and protected for future generations.

