

DESIGN STATEMENT/HERITAGE STATEMENT

Planning and Borough Development

London Borough of Camden 2nd Floor, 5 Pancras Square

c/o Town Hall, Judd Street

London

WC1H 9JE

Strictly Private and Confidential

Project: 9 Hampstead High Street, London, NW3 IPR

RE: Planning Statement - Planning Application - Consent to Display Advertisement

SENT: Via online Planning Portal upload

Date: March 2024

This design proposal is aimed at seeking consent to display advert a new APM Monaco Shop which will be installed during the refurbishment of the ground floor no. 9 Hampstead High Street, London, NW3 IPR.

1. Background:

The existing shop is located at ground floor of a four-storey building. The property forms part of a wider parade of buildings fronting Hampstead High Street. The shop is located within Hampstead Conservation Area, and the property is a Grade II listed building.

2. Proposal:

The proposal is to install one flag and one fascia signs with logos for APM Monaco, a luxury jewellery shop.

The drawing for your consideration to explain the proposal in greater detail are:

Drawing no.	Drawing Title	Scale @ A3
A-0.00	Cover	
A-0.10	Existing Shopfront Plan, Elevation & Section AA	1:50
A-1.00	Proposed Shopfront Plan, Elevation & Section AA	1:50
A-4.00	Detail of Fascia Sign & Flag Sign	1:5 / 1:10

3. Signage Details:

The proposal is to install 2 signage:

1) Fascia Signage:

The new fascia sign will be made of the letters 'APM Monaco' brand logo. The sign will have an overall dimension of 250mm high and by 450mm wide. It will be 20mm deep and made of black stainless-steel frame with white acrylic front panel.

2) The flag sign:

The double-sided flag sign will have an overall dimension of 500mm high and by 70mm wide. It will protrude 800mm from the facade and will be located at 3690mm from the ground. It will be made of a black painted metal box, with opal plexiglass letter logo.

4. Benefits to the Area

Since the property has been vacant for some time, the proposed new fascia will improve the appearance of the façade of 9 Hampstead High Street as well as positively impacting on the appearance of the whole of Hampstead High Street.

5. Precedents

The entire street is part of the commercial street and many of the neighbouring shops have a similar fascia, as per pictures below.

For precedents, please consider the following shops:



8 Hampstead High Street



7 Hampstead High Street



18 Hampstead High Street



38-40 Hampstead High Street

6. Heritage Statement

- Heritage Asset Description:

Description cited from 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 Proposed Works:

Installation of one non-illuminated fascia sign and one non-illuminated flag sign.

- Impact:

The impact of the proposal will be minimal. The proposed fascia and flag signs will be in similar material and size to the previous Claudie Pierlot signage.

Taking in consideration the proposed design, precedents, and the above analysis, we therefore request that the Council grant consent to display this advertisement.

Kind regards,

Ivan Lazzaroni
Director Omnide
Architect ARB, OAPB